Saturday Night

Canada's Magazine of Business and Contemporary Affairs

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Vote Pollsters Say They'll Call This One Right On The Nose

BY ROBERT WALKER

Can A Machine Prove You Drunk?

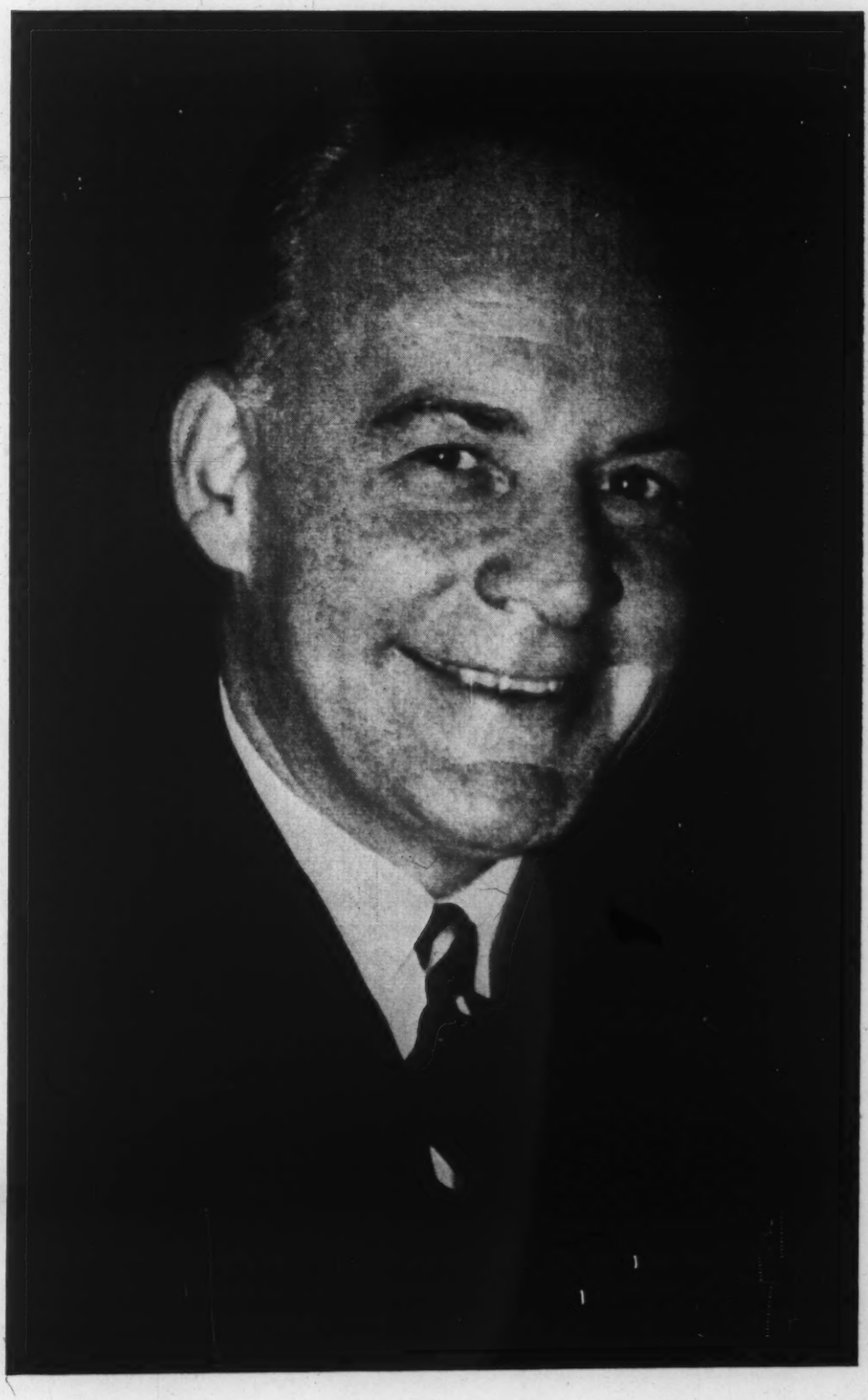
BY KEN BOTWRIGHT

What Free Trade Would Mean To Canada

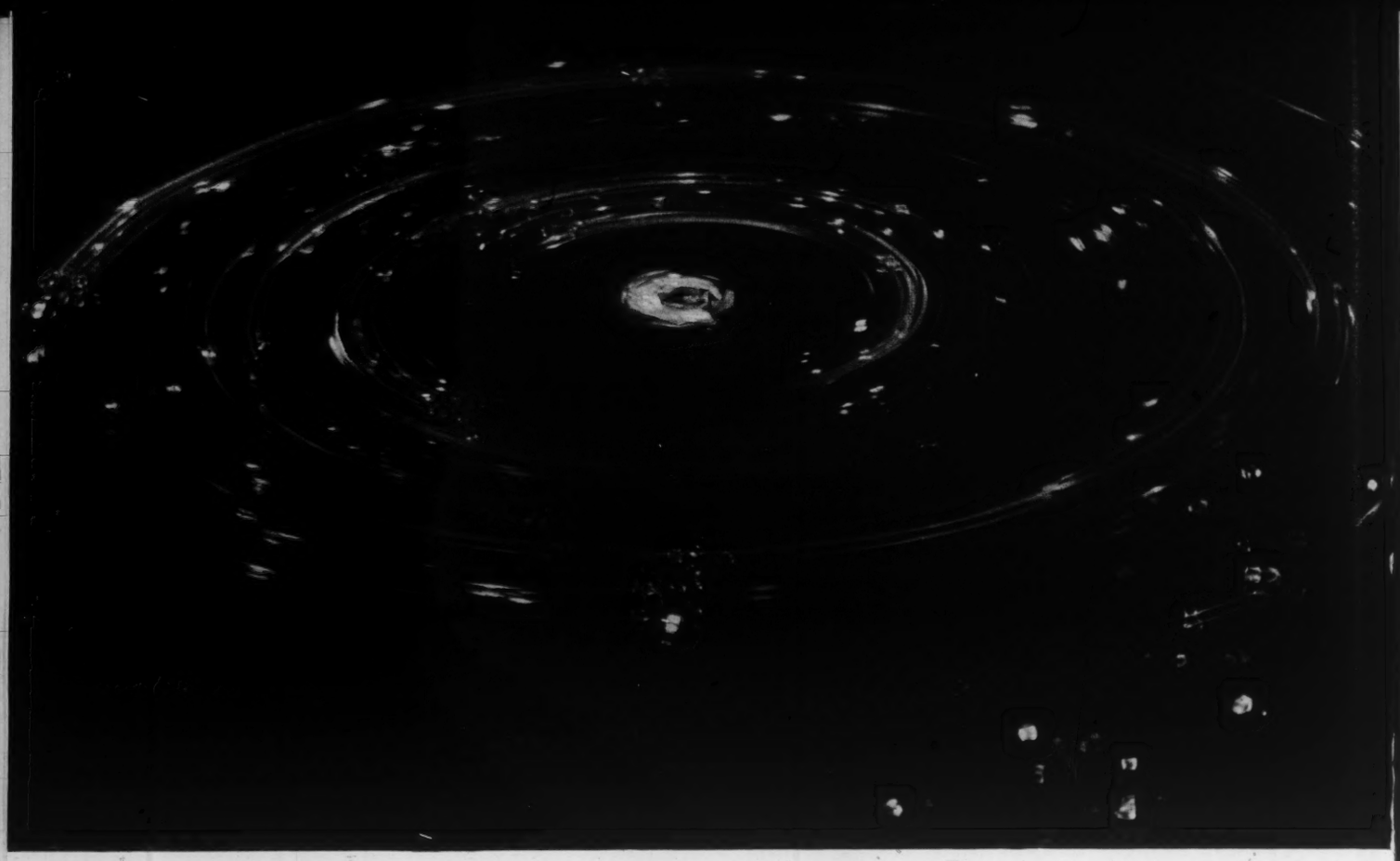
BY JOHN D. PATTISON

Early Spring Book Reviews

Edited by ROBERTSON DAVIES



Merchandising Imagination
George C. Metcalf: Page 16



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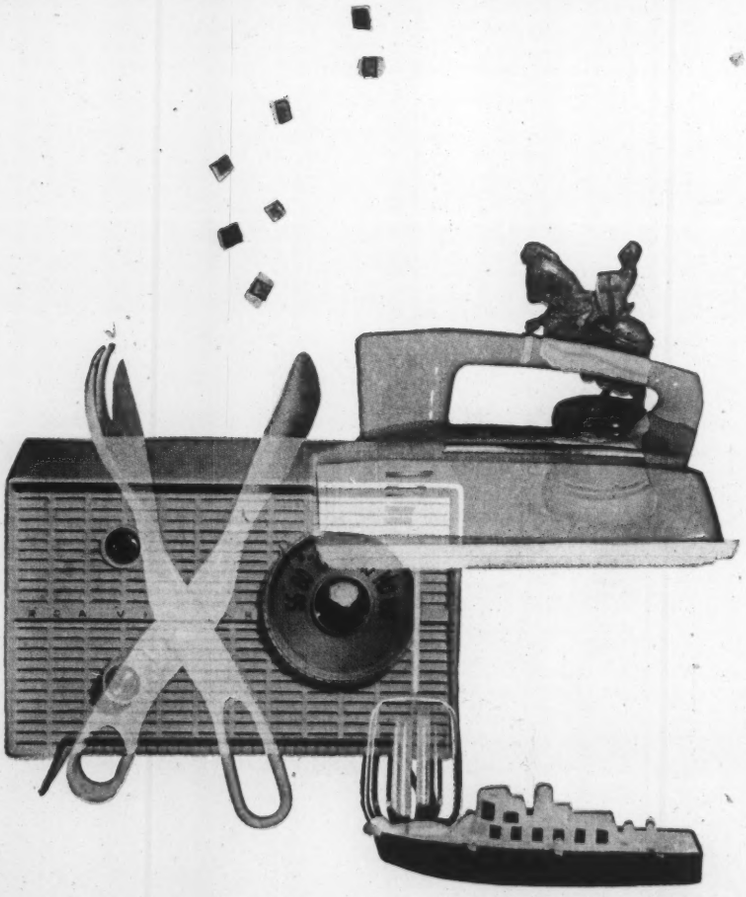

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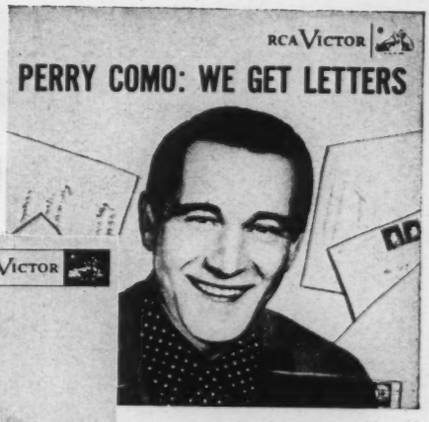

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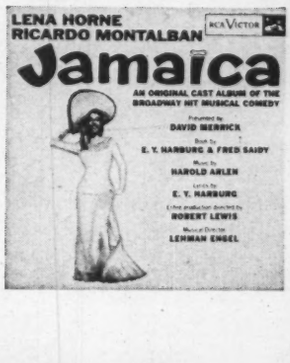

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Saturday Night

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John D. Pattison

The political parties in the election campaign have been strangely silent on the issue of free trade, although the idea was dramatically raised by the British delegation to the Mont Tremblant conference and the principle was part of the Liberal election platform. In his article on Page 7, John D. Pattison, a business economist to private industry, traces the growth of more liberal international trade since the end of the war and tries to forecast the future of this historical economic concept.

Ken Botwright

The breathalyzer, a mechanical device for determining the amount of alcohol in blood, has helped convict hundreds of motorists on charges of driving with ability impaired. Ken Botwright, legal reporter for the Toronto *Globe and Mail,* in his article on Page 12, discusses some disturbing problems the machine has created: Is the breathalyzer accurate as a measurement of driving ability? Does its use violate a citizen's rights under the law?

Ernest Waengler

Ernest Waengler, Austrian-born economist, newspaper columnist and radio commentator, returns from a visit to Jamaica to report, on Page 20, the impressive extent of Canadian investment in the economy of our Caribbean Commonwealth neighbor and to point up new opportunities for business ventures which are likely to develop there in the next few years.

Letters

H-Bomb Power

Your correspondent John Carteret's letter about thermonuclear fusion reminds me that the first time the public heard about this was two or three years ago when a visiting Russian scientist read a paper to, I think, the Royal Society, in England.

In view of this I cannot quite accept the statement that the Western world is leading all attempts to harness this force. It would seem that the Russians, too, are a force to be reckoned with, and if they felt the principle could be made public, it is fairly certain that they are well advanced in the field.

HAMILTON W. JAMES

Racial Abuses

Gordon Donaldson, like most people involved in writing about racial abuses, looks at only one side of the question. We, in our editorial, at least gave both points of view. In defending motel owners and others who discriminate against negroes, we mentioned only the financial risks involved. We have no sympathy with any personal race prejudice, but feel that the principle of private enterprise includes the right to discriminate against anyone who might be considered prejudicial to the success of that enterprise.

It is standard business practice to refuse to deal with bad credit risks, to reject from hotels anyone without luggage, or improperly dressed. It is considered good business to refuse to employ alcoholics in machine shops, and many skilled stenographers and telephonists are refused jobs because they are blind.

We consider that in setting up a holiday resort, it would be good business to take in people who might be expected to blend well together, thus adding to the pleasure of the holidays.

SAULT STE. MARIE PAUL LE BUTT
Editor, The Sault Daily Star

Unshabby Airports

Your story on Canada's Airports was certainly lacking in many respects. Mr. Willmot obviously has not been West, or else Canada ends at Malton Airport.

Vancouver has a fine new terminal. Calgary has a delightfully colorful building, and Saskatoon's will compare with any city its size. Go down to Windsor. It is a very fine terminal . . .

How about Chicago? Why pick Canada's worst and the U.S.'s best? Who goes to Dallas, Texas? Let's be fair!

VANCOUVER J. L. SAYERS

. . . Mention might have been made of the New Airport at Calgary, which is not exactly "drab" and of the fact that the airport now under construction for Edmonton will be larger than the present field at Chicago.

RED DEER, ALTA. A. M. GILLESPIE

The Kennan Thesis

I quite agree with Maxwell Cohen in characterizing as remarkable a quote from Prof. Kennan's "X" article which boils down to an expression of Thanks to the Russians who forced the American people to pull together and "to accept responsibilities of moral and political leadership that history plainly intended them to bear". This is remarkable for its similarity to what we used to hear from Goebels about the pure Ayrian race and its destiny . . .

However, times change and if Prof. Kennan views things in a different light and advances a theory of disengagement I can agree up to a point. But Prof. Cohen registers so many doubts and misgivings that I'm afraid I'll have to place him in the category of Dean Acheson — that of the diehards.

Without bothering to find out how it would be received in the near East Prof. Cohen not only thinks "we" should help re-establish the status quo but wants to have the Russians help place King Farouk back on the Egyptian throne. This is not only silly but immoral.

TORONTO J. E. MACKAY

Sputnik on Wheels

From the Soviets, here is another hard lesson for the West. For the guidance of our responsible authorities who regulate motor cars I quote from a recent issue of the *Soviet News Bulletin* issued from the Ottawa Embassy. The italics are mine.

"The people that study in the automobile clubs, or at courses especially organized for them at factories or large offices, are mainly amateurs having their own cars. They go through a *course of 122 hours, 24 hours of which* are devoted to driving. The owner of a passenger car has to pay a small tuition fee.

"After passing the course and presenting *a certificate from a doctor testifying to his health condition,* the future driver

has to appear before an examination board . . . The exams cover knowledge of traffic rules and how to drive a car, and an elementary acquaintance with the technical operation of cars. Those who pass their exam receive a driving license.

"The driving license is accompanied by a No. 1 coupon. This is the first, so-called peaceful, contact between the driver and the State Auto Inspection. Further contact is undesirable . . . On the very first violation of traffic rules, the representative of the Auto Inspection writes a warning on the coupon or exchanges it for a No. 2 coupon. The next time this driver violates traffic rules the No. 2 coupon is exchanged for a No. 3 coupon. After that any further violation leads to the temperorary withdrawal of the license for a period of up to a year. Besides, the workers of the State Auto Inspection may levy a fine, the amount depending on the seriousness of the case.

"Serious attention is devoted to preventing accidents arising from technical defects of automobiles. *Once a year* the State Auto Inspection carries out *a compulsory check-up* on the technical condition of all types of automobiles, trailers, and motorcycles. The thorough examination makes it possible to discover the slightest defects that may lead to accidents. Besides, a *sudden check-up of cars on the highways* is also conducted."

TORONTO L. E. BROWN

Split Them Up!

We have had a big education conference in Ottawa. One problem was the overcrowded secondary schools and the cost of new ones. I have taught in one for over thirty years. Twenty-five per cent of the present students are not of Matriculation Caliber, and they do make a teacher's work difficult.

I urge that a careful sifting take place at end of Grade X, or by the time a pupil is sixteen. Transfer the non-matriculant to a department of apprenticeship or diversified training, be still under the school board, attend schools in the mornings, work at jobs in the afternoons, supervised by teachers concerned. There would be classes in banking, real estate, insurance, library, sales, shops and office training,—each specially trained. In two years, at eighteen, — on graduation each student would get a diploma and be qualified for his particular position. This measure would check delinquency, avoid "Kicking out" undesirable pupils, to become car thieves and bandits.

The matriculation teacher would then get a higher percentage of graduates and have time to develop the able student. I favour the composite school, with a department for the practical training of our future business men and women. . .

OTTAWA C. P. MCARTHUR

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COME TO BRITAIN

Ottawa Letter

by John A. Stevenson

Electronic Electioneering

THE LINES OF BATTLE in the election have now been drawn and another inundation of the country with partisan oratory and literature is in full spate. But television has produced a marked change in electioneering practices and its impact is all the greater, when a campaign is being conducted amid the rigors of winter.

The average candidate below ministerial rank nowadays, finds it very hard to allure the voters to listen to his perorations in a draughty hall when they can sit by their own firesides and hear in comfort the current issues being discussed by the leading paladins of each party, who naturally speak with more informed knowledge and more authoritative voices. One result is that candidates find it more necessary to ring doorbells and make the voters acquainted with their views and qualifications by a personal canvass, and in winter the physical strain involved is severe.

Another result is that the appeal which the personality of the leaders of the parties makes over the radio and on TV to the public has become a more important factor than it was in winning or losing the favor of voters. When the CBC arranged for Mr. Pearson to follow the Prime Minister on a nationwide TV hookup, it gave the public an opportunity for a close comparison of their personalities and techniques and there was general agreement that Mr. Diefenbaker staged the better performance. He had evidently profited by some expert coaching, as he dispensed with the truculent ranting and menacing gestures, to which he has been too often addicted and, while there is a suspicion that the unwonted smoothness of his delivery may have been aided by a teleprompter, there was in his address a tone of moderation and restraint, which made it all the more effective.

Mr. Pearson has the advantage of a much more agreeable voice than the Prime Minister and he has got rid of most of his lisp, which had a flavor of immaturity, but his address was uneven and marred by spells of jerkiness and he had not as sure a touch about domestic problems as Mr. Diefenbaker had. Mr. Diefenbaker is also better on the attack than in the role of defender and Mr. Pearson's talents are in the reverse order. But the Prime Minister's profession of copious benevolence for the well-being of all classes could not remove the impression that he is an aggressive professional politician, who is bent upon achieving at all costs assured ascendancy for himself and his party. While Mr. Pearson undoubtedly has a similar aim, he contrived to give the idea that he was less concerned with victory in the election than with the triumph of sound principles of government.

The latest Gallup poll, however, supplies evidence, very heartening to the Pro-

CCF's Coldwell: Respectful attention.

gressive-Conservative party, that a decisive majority of the voters tested like the forceful vigor of Mr. Diefenbaker's personality and his serene confidence that he can solve all our problems and approve of the record of his Ministry. It shows that the Tory percentage of popular support had risen to 60%, which is a gain of roughly 10% over the December figure, and, if the partiality thus revealed were translated into votes on March 31, the Government would be assured of a good working majority.

One factor in the election, which ought not to be discounted, is the influence of the speeches of Mr. Coldwell, the leader of the CCF, because his views upon the policies of the other parties secure the respectful attention of a multitude of voters, who are not socialists. In the last election his persistent assaults upon the record of the St. Laurent Ministry made as great a contribution to its defeat as Mr. Diefenbaker's crusade against it did. But he and his party, while they welcome the change of government at Ottawa, have an ingrained distrust of the Prime Minister and have considerable liking for Mr. Pearson. So Mr. Coldwell has been meting out to Pearson very mild criticism but subjecting Mr. Diefenbaker and his policies to forthright damaging attacks which may help the Liberal cause.

In Saskatchewan, where some CCF seats are in danger he has been concentrating his fire upon the deficiencies of the Government's bill for the stabilization of the prices of farm products and his sharp criticism of it have been endorsed by leaders of various farmers' organizations. And the arraignment of Ben Thompson, who won Northumberland for the Tories in 1957, for his endorsation of the bill, by disgruntled farmers in the riding suggests that he and other Tories who hold rural seats in Ontario may be in trouble. The CCF may lose seats like Regina and Moose Jaw to the Tories but they hope to make good such losses by gains elsewhere. All reports agree that the Social Credit party, discredited by the exposure of the frailties of some of its mandarins in British Columbia, is fighting a rearguard action and will lose seats in both that province and Alberta.

The directing spirits of the Government's campaign know that to gain a clear majority in the House of Commons, they must achieve a substantial increase in their present quota of nine supporters from the province of Quebec and they are encouraged about the realization of their hopes by some recent developments. One of them is the decision of Mr. St. Laurent not to seek re-election. In view of the prestige and affection which he commands among his racial compatriots, his active leadership would have been a great asset to Liberal candidates in Quebec and, even if after his holiday he helps them in the later stages of the campaign his intervention will be less effective than it would have been if he were a candidate.

Another hopeful omen in Tory eyes is the much keener competition for the party's nominations in most constituencies. But the Liberals say that they do not see among the Tory nominees any formidable new figures, who might remedy the notorious deficiencies of Mr. Diefenbaker's chief lieutenants in Quebec. The most efficient curer of this handicap would have been Senator Mark Drouin, the distinguished lawyer, who is now Speaker of the Senate, but evidently he prefers the safe tranquillity of his present post to the ordeal of a contest for the seat vacated by Mr. St. Laurent, and has

resisted pressure to take the nomination for it.

However, the Prime Minister must have been greatly heartened by the attendance of no fewer than 4,000 potential supporters at the great banquet tendered to him at Three Rivers on Feb. 23rd despite the fact that, according to a correspondent of the Toronto *Globe and Mail*, the arrangements for the feast were a mess and Mr. Diefenbaker had so misjudged his audience that he was only able to hold its attention for the five minutes during which he spoke in French.

Admittedly Mr. Pearson is still on trial in Quebec, where in some quarters he is suspect of being too prone to lead Canada into dangerous international commitments which might lead to her immersion in another war. His lighthearted demeanor in the battle, however, may well make a greater appeal to the French-Canadian voters than the grave solemnity of the Prime Minister. But a veteran Liberal Senator from Quebec during a recent visit to Ottawa expressed the hope that, when Mr. Pearson campaigned in Quebec, he would discard his famous bow-tie, because it had an air of sportive flashiness and the French-Canadians liked their political leaders to appear in public *en grande tenue*. The outcome of the fight in Quebec may depend upon the vigor of the support given to Tory candidates by sympathizers in the Union Nationale party but it was noted that only a few of its chieftains graced the festive board at Three Rivers.

One curious puzzle of the present campaign is the attitude of the Toronto *Globe and Mail*. In the election of 1957 it conducted a raging, tearing campaign against the Liberal party and besought the voters to expel it from office before it brought the country to irreparable ruin. It horrified its Liberal readers by its unstinted eulogies of Mr. Diefenbaker and his party and undoubtedly its wholehearted support helped them to win many seats in Ontario. But during the present campaign, while it has ranged itself definitely on the side of the Government, both its advocacy of the Tory cause and its criticisms of the Liberal party have been pitched in very muted strains.

On many days it has carried no editorial dealing with the issues of the election and it has given as much publicity to Mr. Pearson as to Mr. Diefenbaker and permitted its correspondents to criticize the latter freely. So the contrast between its present restraint with the ardor of its anti-Liberal crusade in 1957 suggests that for some reason or other it has become comparatively lukewarm towards Mr. Diefenbaker and his party and its attitude may reflect the fears of the "old guard" of the Tory party that its present leader is taking it far astray from its traditional moorings.

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Saturday Night

Free trade "bombshell" at Mt. Tremblant. PM Diefenbaker with Chancellor of Exchequer Thorneycroft and Sir David Eccles.

What Free Trade Would Mean to Canada

by John D. Pattison

LESTER PEARSON, in his speech at Oslo, accepting the Nobel Peace Prize, deplored the fact that the expression "free trade" has come to have "a hopelessly old-fashioned and unrealistic ring to it."

Old-fashioned or not the idea of free trade seems to pop up more and more often in Canadian affairs.

Mr. Peter Thorneycroft startled some Conservatives at the Mont Tremblant conference last summer by proposing the gradual introduction of free trade between Canada and the United Kingdom.

In his Nobel speech, Mr. Pearson made an eloquent defence of the idea of free trade. He described progress made since the end of the war in easing restrictions on international trade — the General Agreement on Tariffs and Trade and the European Common Market and its associated free trade area.

"Is it not time to begin to think in terms of economic interdependence that would bridge the Atlantic; that would at least break down the barrier between dollar and non-dollar countries which next only to Iron Curtains, has hitherto most sharply divided our post-war one world?" Mr. Pearson asked.

Some of Mr. Pearson's ideals were inserted into the Liberal convention that chose him leader. The motion was proposed by former CCF'er Ross Thatcher, member for Moose Jaw Lake Centre.

His motion called for "immediate sympathetic and detailed consideration" of the British proposal for Canada-U.K. free trade and "the possibility of a co-ordinated program for the reduction over a period of years of trade barriers within the Commonwealth and the Atlantic community".

The motion which was widely supported by Western delegates was trimmed somewhat to be more acceptable to the industrialized East by the stipulation that in considering these proposals a Liberal government "would take into account both new opportunities that might be opened for Canadian industries and the importance of maintaining existing industries and living standards in

CONTINUED ON PAGE 52

Photo courtesy Canadian National Railways.

He had to be quiet...

This man is one of a team of despatchers in the C. N. R. Central Station, Montreal. The safety of thousands of passengers depends on him, and others like him, as trains are routed through the maze of C. N. R. tracks. Such responsibility calls for experience, concentration and above all *quiet*.

When the new Queen Elizabeth Hotel was being built directly above his head a special problem arose. How to erect this large steel structure without distracting noise so that railway operations could be safely continued. Dominion Bridge engineers, working closely with C. N. R. officials, met the challenge. Riveting was virtually eliminated and special field erection procedures were evolved, using welding and bolting.

Once again steel proved its versatility in the solution of a pressing construction problem.

DOMINION BRIDGE COMPANY LIMITED

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Saturday Night

Free trade "bombshell" at Mt. Tremblant. PM Diefenbaker with Chancellor of Exchequer Thorneycroft and Sir David Eccles.

What Free Trade Would Mean to Canada

by John D. Pattison

LESTER PEARSON, in his speech at Oslo, accepting the Nobel Peace Prize, deplored the fact that the expression "free trade" has come to have "a hopelessly old-fashioned and unrealistic ring to it."

Old-fashioned or not the idea of free trade seems to pop up more and more often in Canadian affairs.

Mr. Peter Thorneycroft startled some Conservatives at the Mont Tremblant conference last summer by proposing the gradual introduction of free trade between Canada and the United Kingdom.

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CONTINUED ON PAGE 52

The Election:

Pollsters Say They'll Call This One Right on the Nose

by Robert Walker

WITH A CAVALIER WAVE to cynics everywhere, the Canadian Institute of Public Opinion is out on another pre-election limb. As Canada's version of the Gallup Poll, the institute has just promised brand new techniques to handicap this month's federal elections — at least the popular vote — with perfect accuracy.

This, at a cursory glance, would seem to take no little gall. Debunkers of opinion polls — and they include two of Canada's most influential newspaper owners — are still aglow from what they call "the June 10, 1957 fiasco". Picked to run second by the poll, the Tories won 110 seats, and formed a government.

Comparisons with Harry Truman's 1948 presidential victory in the U.S. — another alleged unmasking of the pollsters — provided political columnists with uncounted "think-pieces". No glib manipulator of the masses, it was rather smugly pointed out, told Canadians how to vote.

The pollsters — a nickname they abhor — were happy to agree they don't influence anyone; they do say they'll predict the outcome of the Monday, March 31 voting. They'll call the popular vote within a few percentage points, and publish the findings the previous Saturday, March 29, in their 24 member newspapers.

The surveyors concede the obvious fact that a party can get a minority of the popular vote, and win a majority of the seats; the Tories have just done it. But they point out a popular majority of anything more than 60

Undaunted by what critics call "the June 10 fiasco", Canada's Gallup pollsters say improved techniques will give them a near-perfect score this time.

Wilf and Byrne Hope Sanders of the Canadian Institute of Public Opinion say they will continue interviewing almost until election eve.

Box Score With the Pollsters Over the Years

How the popular vote was called, and how it went in 1953

	Poll.	Actual
Liberals	50%	50%
Conservatives	31	32
CCF	11	10
Others	8	8

THE "FIASCO" How it was called and went in '57

	Poll.	Actual
Liberals	48%	42%
Conservatives	34	39
CCF	10	11
Social Credit	7	7
Others	1	1

Pollsters Record in Four Federal Elections

	Av. Error
1945	2.1%
1949	1.4%
1953	0.5%
1957	2.4%

per cent would mean a party was nearly a shoo-in.

The value of the election poll — to the pollsters — is as a convincing demonstration of their accuracy — and it has few peers as a publicity stunt.

Byrne Hope Sanders is vice-president of Toronto's Gruneau Research Limited, a market research firm. She and her brother, Wilfrid Sanders, own the Canadian Institute of Public Opinion, Gruneau affiliate.

The odds against you being interviewed are about 400-1.

I asked Miss Sanders, "How do you explain your error last year? And how do you hope to avoid guessing wrong again?"

"But we don't guess," she beamed pleasantly. Once editor of a women's magazine, the wife of artist Frank Sperry in private life, she looks like one of Helen Hokinson's deep-bosomed clubwomen. In ambush behind this façade, is one of Canada's steelier feminine minds.

"Last June," she said, "our average error was only 2.4 percentage points. We said the Liberals would get more of the total vote, and so they did. We were 5.7 points off on Liberals, and an even 5 points on the Tories. We were bang on for the CCF and Social Credit."

This term, "average error", is a little confusing; it's a sort of mathematical free-loading, used by the pollsters to express their error with the smallest possible figure.

The average error of 2.4 does not mean only 2.4 per cent of the voters fooled the pollsters last year. It's simply the average number of percentage points the poll was off, on all parties. So, the 5.7 points by which they missed on the huge Liberal vote is reduced by combining it with the 1 point of error on the much smaller CCF vote.

As you can deduce from the figures *(see box)*, about 7 per cent of the voters fooled the poll in 1957.

"We *could* give you the seats, riding by riding, but it would cost hundreds of thousands of dollars. A national survey of the popular vote, by 250 interviewers, costs about $5,000."

"But," it was pointed out, "you were wrong last June, on the popular vote."

"We were *off,*" she said, exhaling a plume of cigarette smoke. "I'll tell you how.

"Any reputable opinion poll admits a *possible* error of 4 percentage points. Actually, it's nearly always lower. Our average error in the 1953 general elections was less than half of 1 point.

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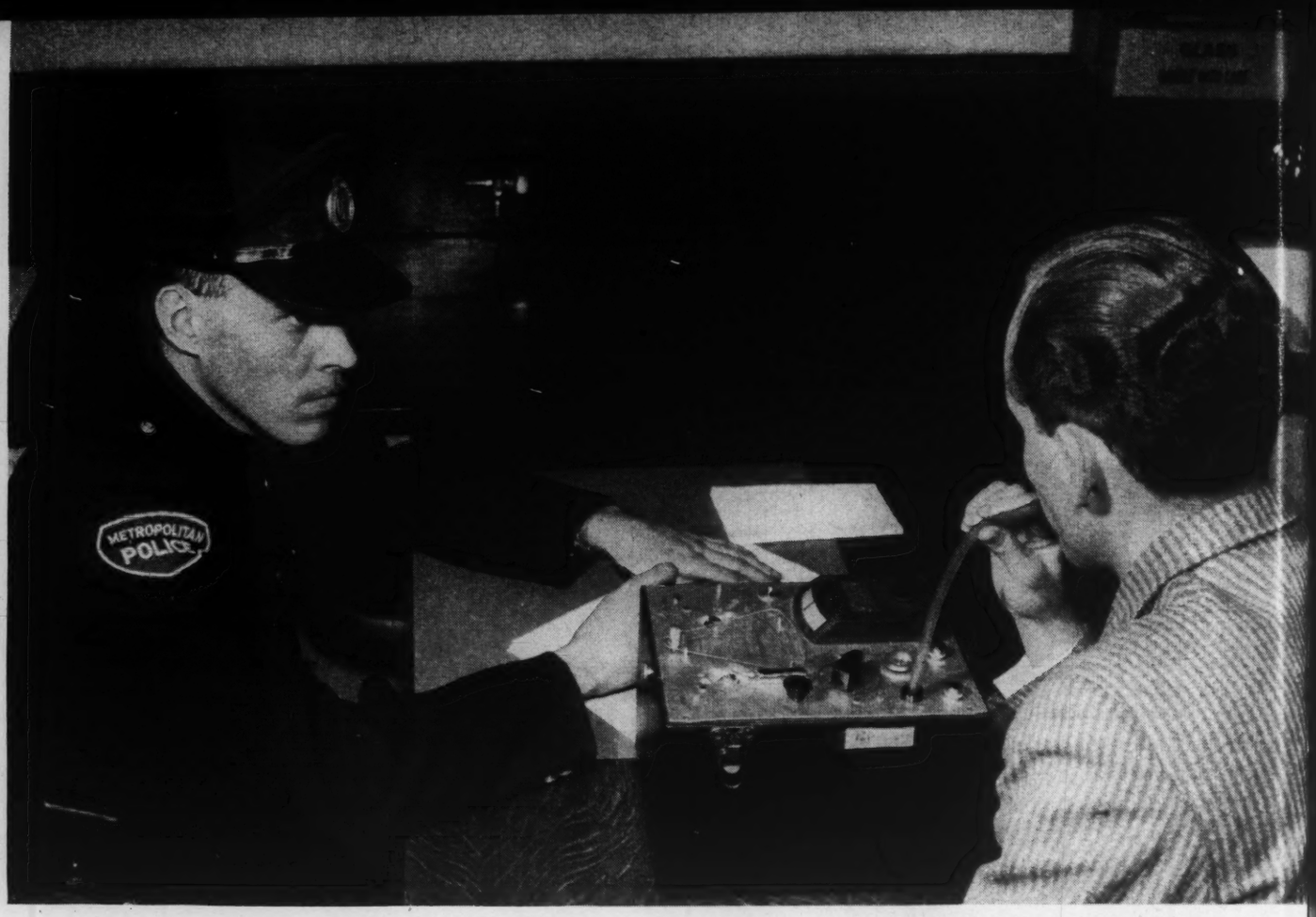


Suspect blows through plastic tube while police officer checks results. Test is repeated to ensure accuracy.

Can a Machine Prove You Drunk?

by Ken Botwright

LONG-SUFFERING MAGISTRATES used to groan inwardly every time they heard the plaintive cry of the motorist charged with drunk or impaired driving: "But your worship, all I had was one or two drinks!"

They realized this traditional defense could sometimes be the truth and, too often, found it difficult to decide the exact amount of alcohol the accused person actually did consume.

Magistrates still wince at the same, tired phrase but they feel at last they have the answer to the two-drink driver. It's an ingenious electronic device called the breathalyzer, which analyzes a person's breath and estimates how much alcohol there is in his blood.

The machine's statistical evidence, when linked as corroboration with the testimony of human witnesses about the accused's driving, appearance, and general behavior, almost inevitably results in a conviction.

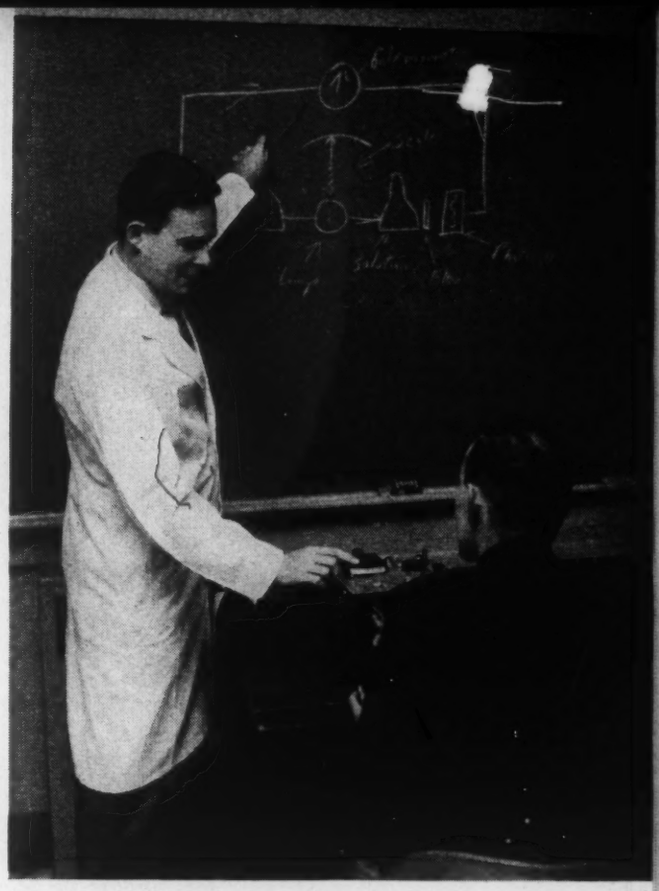
An American invention, the breathalyzer appeared in Ontario magistrates' courts 18 months ago. Since then, the little metal box with the flashing lights has virtually revolutionized the prosecution of drinking drivers. Its findings have been upheld in appeals before county and supreme court judges, and it is expected to become standard equipment in most police stations.

Saskatchewan followed Ontario's lead and adopted the breathalyzer, then went Ontario one better last year by passing its unique Vehicles Act. This legislation compels a motorist to take a breathalyzer test if required to by police; anyone who refuses may have his driving license suspended. In Ontario, breath tests are voluntary.

British Columbia also has started to experiment with the machine. In the United States, it has replaced other types of breath and blood tests. And in Europe, Sweden and Switzerland are thinking of importing it.

But in the wake of its rapid and international development, the breathalyzer has spread the seeds of controversy in the ranks of medical and legal authorities. Its advocates hail it as an infallible scourge of the drink-

The "breathalyzer" a device for measuring alcohol in the blood, testifies against drivers who say they only had two beers. Some lawyers question whether its evidence is admissible.



Selected officers take two weeks training before operating the breathalyzer.

ing driver, as the innocent motorist's best defence and as the sick one's friend. Its critics damn it as an inaccurate, impersonal violator of citizens' rights, incapable of considering that some people hold their liquor better than others.

Within months after the breathalyzer's invention in 1954 by Capt. Robert Borkenstein of the Indiana State Police, Dr. H. Ward Smith, director of the Ontario attorney-general's crime laboratory in Toronto, had secured a model. Dr. Smith and his staff exhaustively tested it through 1954 and 1955. And in August of 1956, when they had proved its accuracy to their satisfaction, they ordered a consignment of breathalyzers from the U.S., gave one each to the city police of Toronto and the Ontario Provincial Police at Whitby to operate on an experimental basis.

Several days after being put to work, the breathalyzer chalked up its first conviction. A motorist, who claimed he had downed the familiar two beers before sideswiping a police motorcycle, was jailed for seven days in Oshawa court for drunk driving. A breathalyzer reading, submitted as corroborative evidence, showed he had consumed at least seven pints of beer.

Convictions mounted dramatically, especially in the Metropolitan Toronto area, and police and court officials pronounced themselves pleased with the breathalyzer as an unprecedented and efficient form of evidence. As a result, the attorney-general's department in 1957 trained 40 police officers as breathalyzer operators, installed four more machines in Toronto, and one each in Hamilton, Windsor, Port Credit, Oakville, Timmins, Barrie, Brantford and Peterborough. More communities will get them in 1958.

Dr. H. Ward Smith, above, tested machine two years before police used it.

Scarcely out of its infancy and operating only on a limited scale, the breathalyzer figured in close to 2,000 of the 8,500 charges of drunk driving and driving with ability impaired — principal traffic offences involving liquor — laid against Ontario motorists.

In all Ontario cities where the breathalyzer is in use, it has replaced the blood test, for many years the standard method of estimating the amount of alcohol consumed by a tippling driver. The blood test was accurate but often slow — sometimes it would take the blood sample to be used as evidence three or four days to get from laboratory to court, during which time the accused motorist might have to remain in jail. The breathalyzer test is just as accurate, is a simpler form of proof, can be performed by one police officer, and can produce results in just 90 seconds.

"Only two per cent refuse to take the test," says a veteran police officer. "People who have been drinking usually can't gauge how much booze they've had and are eager to prove their sobriety."

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As maritime nations try to extend their rights farther and farther out from their shores they encroach on the once great international free highway, The High Seas.

How far out to sea does a nation's authority go for purpose of defence? Where are the limits of her rights over fishing?

The Diminishing

by Maxwe

NO ONE GAZING OUT to sea could readily imagine it to be so filled with legal problems. Since Rachel Carson's "The Sea Around Us", we are a little more aware of the richness, the power, the variety and the antiquity of the waters of our planet, lapping and shaping the land and by filling the great intercontinental depths becoming the oceans we know. Poetry and narrative, transportation and resources all have linked man with the sea in an endless challenge to him to grasp its immense beauty and its permanent utility.

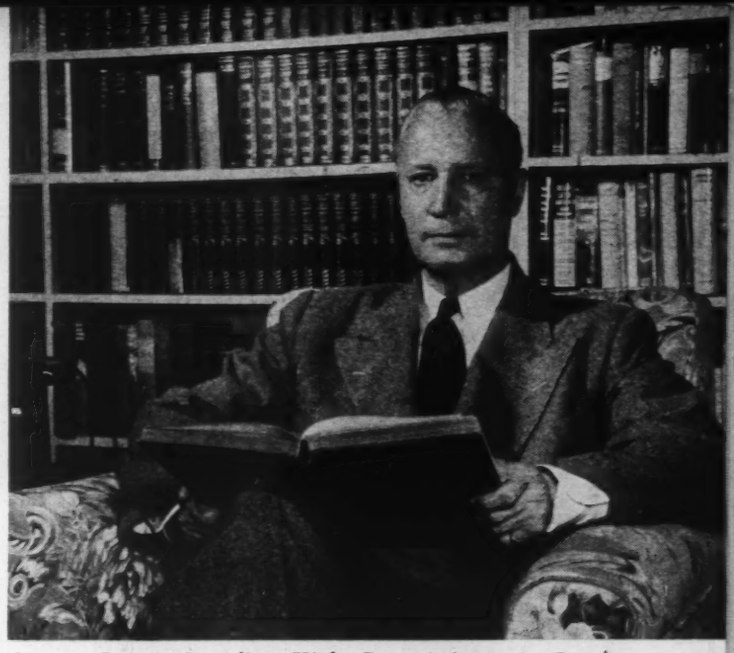
At the present moment in Geneva one of the great conferences of our times, peaceable and constructive in its purposes, is meeting to determine the future rules for the use and control of the High Seas and territorial waters as well as of the seabed and sub-soil and of the airspace overhead. The conference to which Canada has sent a large and competent delegation, led by the Hon. George Drew, has been sponsored by the United Nations as a result of a resolution passed on February 21st, 1957, by the General Assembly. All eighty-two members of the United Nations have been invited as well as the following non-member states: the Federal Republic of Germany, South Korea, San Marino, Monaco, Switzerland, Viet Nam and Vatican City. In addition, observers are expected from all the Specialized Agencies, from member states who are parties to GATT as well as from the Intergovernmental Maritime Consultative Organization. While further observers will be on hand from 16 important intergovernmental bodies including such agencies of Canadian interest as the International Commission for the Northwest Atlantic Fisheries, the International Pacific Halibut Commission, the International Pacific Salmon Fisheries Commission and the International North Pacific Fisheries Commission.

Probably never before have so many experts in the legal, navigation, ecological and general fishing resources aspects of international waters been assembled in a single place to ask questions about who may do what on their own shores and out on the "open seas." These questions have not been asked before in such a comprehensive international manner except for one substantial but abortive attempt by the League of Nations in its 1930 conference to codify the law of the sea. Indeed, the problems now raised go back to the dawn of organized inter-

national society and the origins of the Law of Nations itself. And some of the issues are so touchy that the general rules of international law even today have no satisfactory answer in many cases — apart from special treaty arrangements in limited areas of the world and among the few signatories concerned.

What are these questions? They have to do with a number of ancient problems and one or two very modern ones. The history of the modern law of nations is partly the story of the evolution of rules to limit the "jurisdiction" or legal power of states so that in parceling out this little planet all might live amicably without overlapping and conflicting claims to the same areas. Moreover, it was not only a question of rules to determine jurisdiction over land but also the extent to which states whose boundaries were coasts facing the great oceans could assert legal claims over the adjacent salt waters of the open sea. Obviously there were varied classes of national interests involved — navigation, fishing, defence and police — each of which might require its own approach and thus lead to individual rules aimed at providing a common international solution.

There was, for example, the problem of the seaward limit of a coastal state's legal authority. Just how far beyond its own shores onto the High Seas could a state's legal power extend? And was this authority exactly the



George Drew, Canadian High Commissioner in London, heads Canadian delegation to Geneva meeting on High Seas.

Fleet of millionaire Greek owner Aristotle Onassis was confiscated by Peru for whaling in waters 100 miles off the coast.

ng High Seas

we Cohen

same as that exercised over land, namely exclusive and absolute? What were the historical or functional explanations for such jurisdiction as was claimed seaward by coastal states? Was defence and security, or fisheries the explanation? Were there different distances for the jurisdiction over the seas claimed for fisheries on the one hand and for security on the other? Were there other zones beyond the defence or fisheries where states could exercise something less than sovereign authority to protect themselves against smuggling or for sanitation and similar governmental purposes? And, finally, to round out this very old series of problems there was the widely established international legal concept of freedom of the "High Seas" or the "open sea" an area where no one state's writ could run, where all states shared in common the linked salt waters both as a highway and as a resource. Indeed, it is clear that the history of the law of coastal waters and of the High Seas for the past 350 years has been one of balancing of the needs of the individual state for a band of water jurisdiction around its coasts with the needs of the international community

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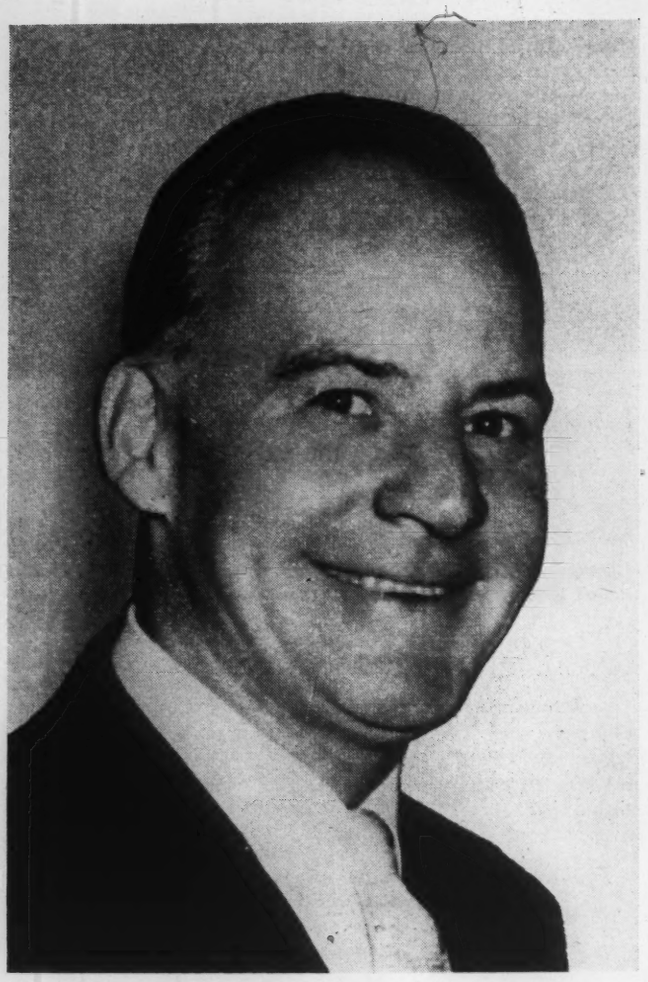
Canada has signed treaties providing for preserving of fish in North Pacific.



Loblaw's George Metcalf: Merchandising Imagination

by R. M. Baiden

George Metcalf's success formula: "Engender enthusiasm in yourself and staff; keep everlastingly at it."

GEORGE METCALF has his own definition of magic: He calls it the "inspired imagination." And for his magic there is a touchstone: Enthusiasm.

The Metcalf magic is no trickster's prank. It has already revolutionized food merchandising in Canada and built an industrial empire from a handful of corner stores. The magic has in fact spread over the entire Canadian food industry. It has pulled profits from depressions and changed the buying habits of a nation.

When Metcalf addressed the New York Society of Security Analysts recently he spoke as the president of George Weston Ltd. and Loblaw Groceterias Co. Ltd. and as board chairman of National Tea Co. of Chicago and of Loblaws Inc. of Buffalo, N.Y. He spoke as the representative of some 20 food manufacturing and merchandising companies in Canada and the U.S. These companies, all owned or controlled by the Loblaw-Weston group, operate more than 1,500 retail supermarkets, 300 manufacturing plants and employ 75,000 persons in a transcontinental network.

W. Garfield Weston is chairman of the board of George Weston Ltd.

By contrast Westons, the founder of the group and now the controlling company, was a single Toronto bread line in 1882. Loblaws, now a supermarket empire in Canada and the U.S., comprised exactly two self-serve grocery stores in 1919.

What happened in between is largely the story of the Metcalf magic —the "inspired imagination."

Metcalf has one basic tenet for merchandising: Make it easy for people to buy. This is the theme that created a $2 billion a year annual sales business from two grocery stores. This is how he thinks.

"The key is display: mass, organized, eye-catching display. People aren't going to buy if they don't see it. Just think of the old days, the way the corner grocer used to work years ago. Everything was covered up, hidden. If you wanted something you had to ask for it and the grocer ducked behind a counter somewhere to get it. It wasn't a good system because people couldn't get close to

Metcalf sees growing sales in supermarkets of items related to food like aprons, pots.

"People won't buy it if they can't see it," Metcalf says. "Put the goods where they can see them. The key is in eye-catching display."

"The corner grocer who puts his own personality into his store and does a real selling job is the supermarket's toughest competition."

what they wanted.

"We changed that. We opened up the stores, introduced self-serve, put the goods out where the people could see them.

"Take frozen foods for example. There's a field that is just opening up. We pioneered it in Canada. Anybody could have done it but nobody else seemed to know how to display it. We brought in the open-top frozen food display. I remember what it used to be like with the old closed in ice cream freezer. Everything hidden, out of sight and an effort to buy and an effort to sell. So we said let's open them up; let the people see what we have to sell. Now we have open-top cases for foods at temperatures anywhere from just above freezing to 10 below zero. And this is just the beginning for convenience foods.

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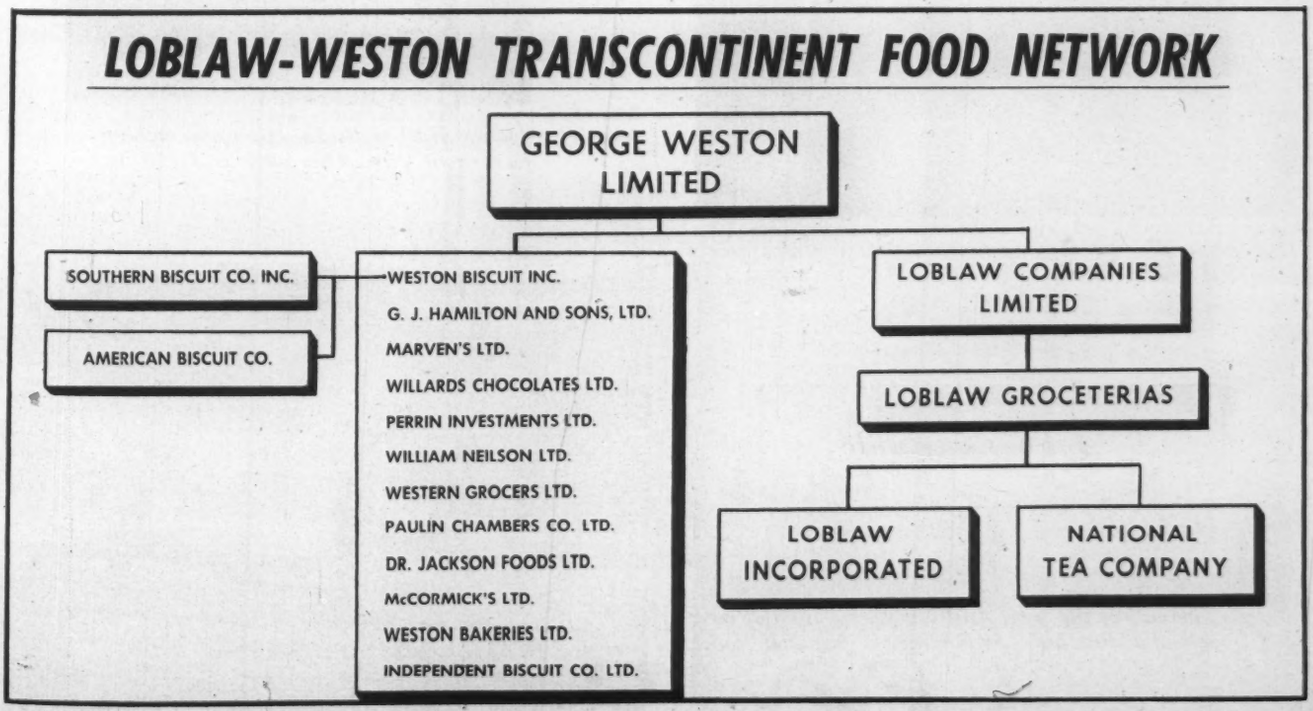
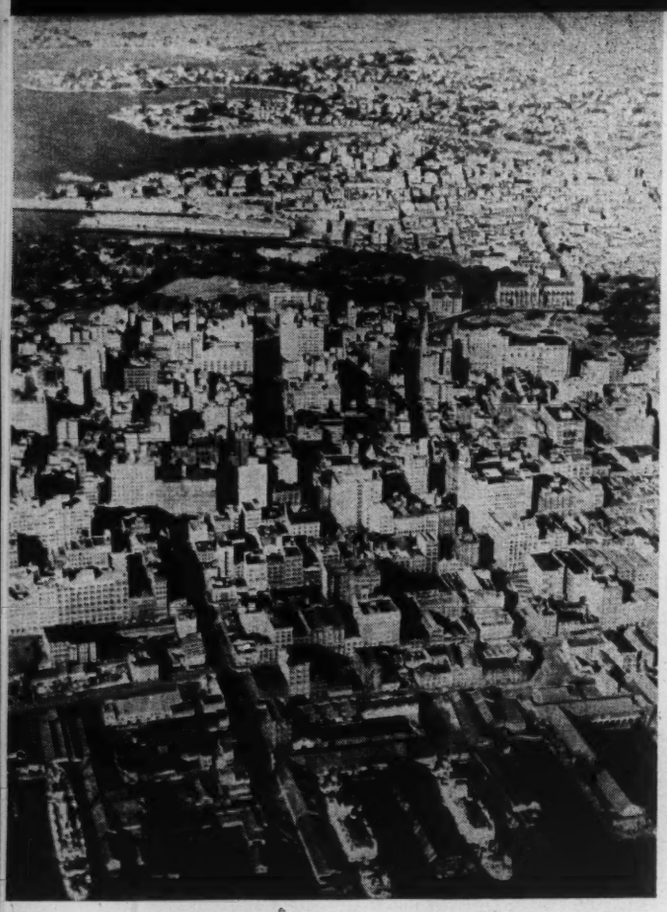
LOBLAW-WESTON TRANSCONTINENT FOOD NETWORK

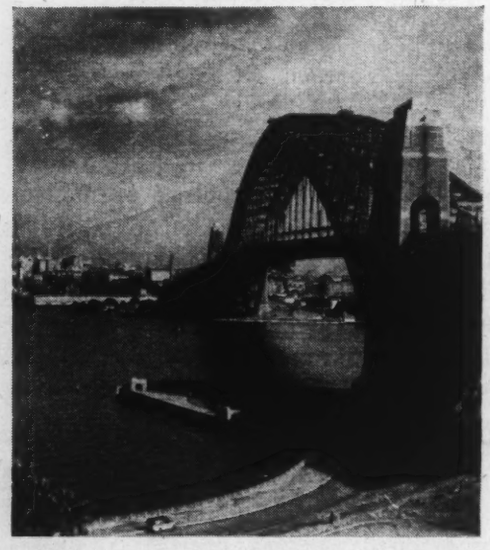


Travel



How Sydney looks to the traveller coming in by air. The city is the terminal of transport from Canada.

Melbourne, capital of Victoria, is a city of 1,600,000 and is noted for its tree-lined streets and 10,000 acres of parkland.



Sydney Harbor Bridge is an eyecatching feature of city. The span is 1,650 ft.

The famed Blue Mountains in New South Wales are in centre of the resort area. Sheer drop is over 600 feet.

by John Constable

The call of the surf. Australia's coastal cities have splendid beaches. Swimming is national sport.

Mighty mountain feature. Ayers Rock in the northern territory rises 1,100 feet above the plain. The rock is six miles in circumference.

Room with a view. The kangaroo is found only in Australia and it is easily tamed.

Australians still regard tourists as personal visitors to their homes and show them around with home-grown pride.

A Warm Welcome from Down Under

AUSTRALIA, affectionately referred to by North Americans as "Down Under," has a lot in common with Canada, being a member of the British Commonwealth and having wide open spaces and a tremendous potential. Unlike Canada climatically, it ranges from luxuriant tropics in the north to winter snows on the south-east highlands.

Canadians visiting Australia, in most cases, have their first glimpse of the continent as they approach North and South Heads, which guard the entrance to Sydney Harbor, one of the greatest harbors in the world.

Sydney, Australia's largest city (population approximately 2,000,000), has about 150 miles of shoreline around the harbor, with numerous sandy beaches and little coves which provide shelter for the thousands of small craft which at week-ends dot the blue waters. Sydneysiders, like Australians generally, are lovers of

CONTINUED ON PAGE 50

Adelaide, capital of South Australia, is one of the best-planned cities of the Commonwealth. Here is North Terrace.

The great barrier reef extends for twelve hundred miles along Queensland coast. A typical formation, Heron Island.

Busy King Street in Kingston.. The new Caribbean Federation is seeking closer economic ties with Canada.

Investment Opportunities in Jamaica

by Ernest Waengler

Canadian dollars have transformed the entire island economy and opportunity for profits is attracting more money.

CANADIAN investment in Jamaica has soared to the equivalent of $100 for every man, woman and child in that Caribbean island within a decade. Canadian dollars are changing an old-line sugar-and-banana economy into an industrial complex. And these dollars, while creating new markets for Canadian exports and know-how, are opening new opportunities for profits.

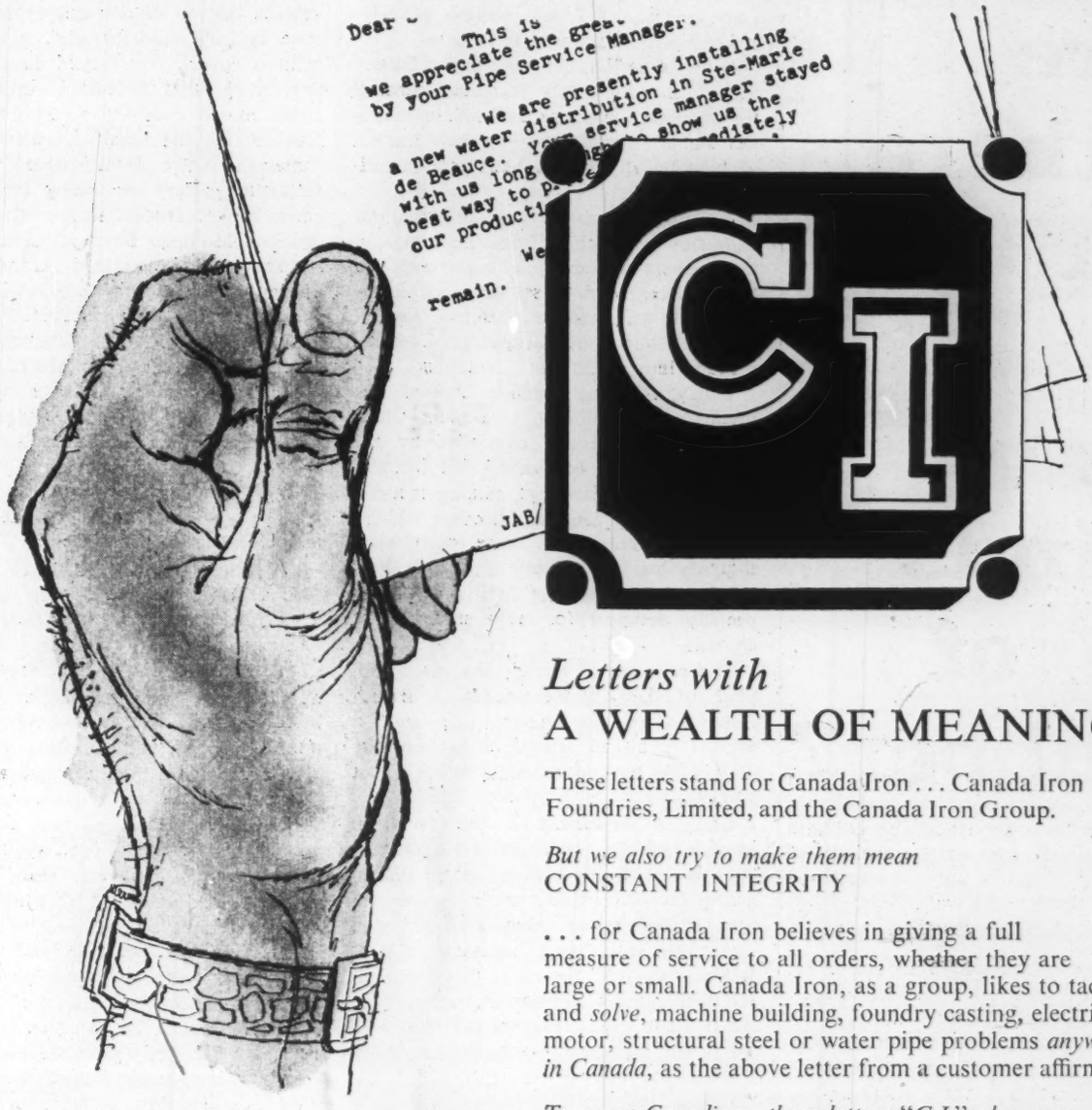
The emergence of the West Indies as a federated state, progressing toward full dominion status, has brought vast new problems, new challenges, new opportunities. Never, since the days of our own Confederation, have Canadians had such a large stake in so ambitious an experiment.

Jamaica is in the midst of an investment boom which started about 10 years ago and is still gathering speed. It was this boom that brought the bulk of Canadian capital to the island. Yet, Canadians are by no means newcomers to the Jamaican business scene.

Jamaican banking and insurance, for instance, has for some time been a Canadian domain. The Bank of Nova Scotia, with 20 branches throughout the island, has at one time or another handled more than half of all Jamaican banking transactions. The Royal Bank of Canada and the Canadian Bank of Commerce have, for some years, been well established in Kingston, the capital.

So important was the foothold of Canadian interests even during the last war, that there were powerful voices — both here and in the West Indies — advocating full political and economic amalgamation with Canada. But it was also a period of rising national consciousness and Jamaican politicians began to feel that they could hold out for full independence. For Jamaica to become a Canadian province, they said in the local phrase, would be "swapping black dog for monkey".

As it turned out, we got a much better deal than the



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. . . for Canada Iron believes in giving a full measure of service to all orders, whether they are large or small. Canada Iron, as a group, likes to tackle and *solve*, machine building, foundry casting, electric motor, structural steel or water pipe problems *anywhere in Canada*, as the above letter from a customer affirms.

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17P

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incorporation of a few million poverty-stricken islanders would have been.

It was a period, here and in the United States, of enormously increased demand for aluminum, expansion of smelter facilities and a frantic search for new sources of bauxite, aluminum's basic raw material.

A Canadian company, Aluminium Limited, won a franchise from the Jamaican Government to start an extensive exploration program and to set up a subsidiary to handle bauxite exploitation.

This became the jackpot in Canada's venture into Caribbean investments.

Today, Alumina Jamaica Limited represents a $100 million investment which is wholly owned and controlled by the Canadian parent company. This includes vast real estate holdings, mining installations, reducing plants which convert bauxite into alumina for more economical shipping and an entirely new port, Port Esquivel, the first port in the world especially designed for bulk shipment of alumina.

The company is already the main supplier of the Kitimat smelter in British Columbia. By the end of this year, it expects to hit an annual production rate of 750,000 tons of alumina, worth about $60 million.

Canadian leadership in the Jamaican bauxite boom has wrought two significant changes — one in Jamaica where underpaid plantation workers are being changed into skilled miners and artisans, with wages that seem utterly fantastic by West Indian standards, the other in Canada itself where the Caribbean is beginning to be thought of as the logical place for long-term investment. Jamaica, in short, is becoming another "last frontier" to the Canadian investor who feels that he may soon run out of undeveloped resources at home.

Through an unusual clause in its Jamaican franchise, Aluminium Limited has probably become the only Canadian heavy industry that finds itself in the meat and fruit business. In granting mining licenses, the Jamaican Government stipulated that Alumina Jamaica must maintain agricultural production on its 30,000 acres of property in order to keep local farm labor employed. This resulted in the setting up of an Agricultural Division which is currently combining Canadian and Jamaican know-how to improve cattle breeding and promote new strains of citrus fruit.

The upswing of business interests in Jamaica, however, has borne even stranger fruit. Investors from the north found that pioneering under tropical skies was pleasant as well as rewarding and that the increasing demand for warm surf and palm-fringed beaches provided in itself a rich and largely untapped opportunity for profitable investment.

Soon a gold-plated tourist boom developed on top of the mining boom and, once again, Canadians were in the forefront of those who helped develop it. It is estimated that at least $7 million have flown in the past five years alone from Canada into the hotel enterprises on the Jamaican North Coast where rows of futuristic palaces are rising between coconut groves around such well-publicised spots as Montego Bay and Ocho Rios.

— The super-streamlined Arawak Hotel, opened a few months ago, was built by a syndicate headed by Toronto hotel men and financiers.

— Rosehall Estate, near Montego Bay is being developed into a large resort area by a group in which Distiller-Seagram Chairman Samuel Bronfman is a partner.

— The Casablanca hotel group, also with strong Canadian participation, is just finishing the enormous Casa Montego beside its older Casablanca Hotel.

— Also near Montego Bay, the exclusive Round Hill Hotel has among its co-owners Lord Beaverbrook and Ontario Hydro Chairman James S. Duncan.

The tourist boom, in turn, brought large numbers of Canadian vacationers to Jamaica and some of them were struck by unusual opportunities for investment. They noticed, for instance, that land values in some places have increased tenfold within a few years and that other areas are just beginning to open up for speculative real estate buying. Many a visitor who bought a small lot for a holiday cottage now finds himself the holder of an enormously valuable piece of land.

Other visitors were struck by the rapidly rising earning opportunities of the native population and increasing demand for manufactured goods. Some experts predict that the real Jamaican investment boom is still a thing of the future and that many Canadian manufacturers will be among those who will build subsidiaries and assembly plants to supply local markets with finished goods.

Shirriff (Jamaica) Ltd., a subsidiary of Canada's Shirriff-Horsey Corporation, is already operating a plant in Kingston. Several Canadian furniture manufacturers are currently investigating possibilities for setting up Jamaican facilities for the production of furniture from local hardwoods, as well as termite resistant metal and plastic furniture.

At least two Canadian producers of electric appliances are said to be planning assembly and manufacturing operations on the island, especially in view of the Jamaican Government's ambitious plans for bringing electricity to all but the most isolated communities.

Another promising field in which Canadians have put out feelers is packaging. Establishment of local manufacturing and modernization of merchandising has created a demand for a great variety of bags, boxes, cases etc. which can probably be

CONTINUED ON PAGE 49

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EXPORT "A"
FILTER TIP
CIGARETTES

Hardy Kruger as Franz von Werra tricks Canadian security guards.

The Lively Arts

by Mary Lowrey Ross

Spring Festival

The One Who Got Away recounts the extraordinary adventure of Franz Von Werra, the Nazi flyer who repeatedly dodged internment, both in England and Canada, and finally returned triumphantly to the Fatherland, via the United States and Mexico.

It was a mortifying story from the point of view of both the British and Canadian security officials, who drew what comfort they could from the reflection that young Von Werra, among the hundreds interned, was the single Nazi flyer in World War II who was able to carry out the exploit. Von Werra, it seems, made a crash landing in England, was promptly interned and almost as promptly escaped. Recaptured, he escaped again, and very nearly succeeded in making off with a brand-new Hurricane, right under the noses of security officials. When it became clear that the tight little island wasn't tight enough to hold him he was dispatched to Canada. Here he achieved a final break, this time through a train window, and finally made his way across the border to neutral America.

Von Werra, played here with impressive vigor and style by the German actor Hardy Kruger, is presented in the opening sequences as a swaggering, lying, publicity seeker, a particularly unattractive product of the National Socialist system. As the story progresses, however, Von Werra's sheer stubborn audacity and resourcefulness become the central theme of the picture, and before it is over you may find yourself enthusiastically applauding his final exploit, the trek across the St. Lawrence, under savage conditions of cold and danger. Courage and endurance stand up, in fact, as fine human qualities, even if they happen to be employed on the wrong side. In spite of a certain ambivalence in treatment, *The One Who Got Away* turns out to be one of the fine adventure stories of the year.

The Klenman-Davidson Production Company, an all-Canadian organization, has just completed the filming of four short stories from the collection *Now That April's Here* by Morley Callaghan.

Some years ago, this would have seemed a fairly hazardous undertaking. For movie-goers as a group correspond roughly to novel readers and tend to demand a long stretch of integrated entertainment; the longer the better. With the production of Somerset Maugham's *Quartet* and *Trio*, however, an entirely new movie-audience emerged. It wasn't a dominant group, but it was an intensely enthusiastic one, and it continues to turn up every time that *Quartet* and *Trio* are re-issued.

Both Somerset Maugham and de Maupassant, to be sure, follow a more or less familiar pattern. Their stories, in Author Maugham's phrase, have "a beginning, a middle and an end," and so are recognizable as simply the contracted form of a full length feature. In de Maupassant's

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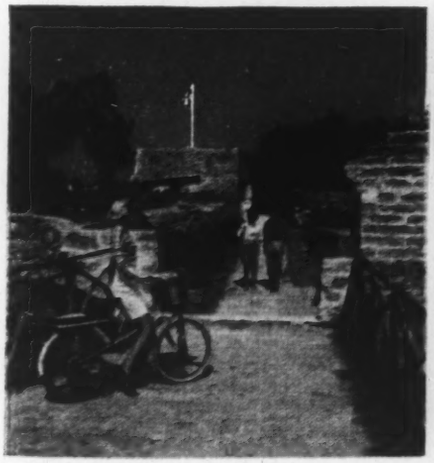

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Sheltered beaches of soft pink sand

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case the stories were so charged with talent that they tended to overflow the mould. The Maugham stories, however, stayed safely inside. *Trio* and *Quartet* were intelligent and shrewd and deftly plotted, and the plot to a large extent determined the characters. Generally speaking, Maugham characters behaved as they did because Author Maugham had created them to fulfill exactly that particular function.

Callaghan characters and stories belong in quite a different category. They are stories of mood and situation, lyrical rather than strictly conventional in form. Thus it is almost impossible in reading them for the first time to forestall the author and predict how a situation will evolve and how the character will respond to it. Callaghan characters rarely offer those handy clues to behavior that are so much more frequent in fiction—particularly screen fiction—than in life. They don't accept arbitrary arrangement and they don't respond to a calculated stimulus. If they follow a pattern it is the pattern of their own nature and impulses, deeply and intuitively recognized.

The stories in the group to be filmed include *Silk Stockings, Rocking Chair, The Rejected One* and *The Sick Call*. "We don't see this as an 'art film'," the producers point out, "its appeal being to the hearts and emotions of the wide general audience which, it is hoped, will respond to their humanity." This is fine, as long as the producers recognize that the art (without quotes) in these stories really determines their humanity. On this basis, *Now That April's Here* should take in every type of audience, not excluding the suspect group that enjoys the art-film, with or without quotes.

The original title has been retained, "largely", say the producers, "for the feeling and atmosphere of spring that permeates the film play."

Judy Welch in "Silk Stockings".

Quiz

by Bergen Evans

On Potent Poisons

Is Paul Reichelderfer, in John O'Hara's novel, "A Rage to Live", talking sense when he says: "A small dose of some drugs will kill you, but a big dose won't have any more effect than a glass of Benedictine"?

"The big dose"

REICHELDERFER is a college man and a Phi Beta Kappa, and his illusion is probably peculiar to the *cognoscenti* —a statement which, since few would be inclined to test it, would pass unchallenged in most company and earn for its utterer the reputation of being a man of vast and unusual knowledge.

Pharmacologists, however, would not agree with Reichelderfer. An excess of poison has sometimes induced vomiting so quickly that most of the poison has been ejected before it could do much harm. But that's another thing.

Isn't it true that ground glass is poisonous?

"On the dog"

THIS IS a curiously persistent popular misconception. Rarely a year passes without there being a murder trial in which it comes out that someone has been feeding someone else ground glass. Cellini was fed some ground glass. Forty years ago the Gaekwar of Baroda was suspected of feeding powdered diamonds to Colonel Phayre, the British Resident. In 1952 Mme Leon Schneider was formally accused of mashing up light bulbs in her husband's lunch.

Efforts to refute the fallacy have been persistent and unavailing. Sir Thomas Browne doubted that glass was poisonous "from the innocency of the ingredients" and fed a dog above a dram thereof, "subtilely powdered in butter and paste," without any visible disturbance ensuing. Sir Richard Mead, George II's physician, an authority on poisons, said that if anyone would give him two large diamonds, he would be happy to crush one and eat it.

Splinters of glass will, of course, cut the walls of the stomach and intestines, and various unpleasant consequences, including death, will probably ensue from these lacerations; but this is a mechanical injury, not a poison, and it is difficult to introduce very many splinters of glass surreptitiously into someone else's stomach.

Is it true that the drinking of sea water will cause one to go mad?

"Mad sea water"

HERE IS a classic case of reversal of cause and effect. Millions of sportive sea-bathers have swallowed millions of pints of sea water without demonstrating any madness other than that which took them into the surf to begin with.

Because sea water will not slake thirst, but only intensify it, and will produce severe gastritis to boot, a man suffering from thirst would probably have to be out of his mind to drink it. And that may be the true order of events: ship-wrecked men have their minds unsettled through starvation, exhaustion and exposure, and then drink sea water.

Isn't it true that near any poisonous plant grows its antidote?

"Snakeweed"

IF NATURE is as beneficient as folklore holds her to be, one wonders why she developed the poisonous plant in the first place.

The example most often cited is the dock leaf as a cure for the nettle. "When stung," a correspondent wrote to *Time*, February 2, 1948, concerning the sting of a nettle,

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my fellow Canadians:

In the short space of eight months the Government, in which it is my privilege to serve as Prime Minister, has laid the foundations for a new National Development Policy to equalize opportunity and raise the standard of living of Canadians in all our provinces. In doing so, we believe we have honoured our promises in keeping with your mandate of last June. In that spirit, we now submit for your approval our record of accomplishment since you entrusted us with the conduct of your government.

We have already reduced taxes by $178,000,000 including income tax reductions for 4½ million Canadians.

We have increased old age pensions to $55 a month and increased old age assistance payments and pensions for the disabled and for the blind. We have doubled federal grants for hospital construction.

We have provided $87,000,000 in financial assistance to the provinces including special grants to the Atlantic Provinces to raise their level of economic opportunity.

We have increased and extended allowance and disability pension benefits for 250,000 veterans and their families.

Since last June, there has been a progressive easing of the previous government's tight money policy which had an adverse effect on various industries and small businesses in Canada. Bank interest rates have been reduced. $300,000,000 has been provided for housing loans resulting in a current all-time high in winter home building.

We have made an effective start on our broad program to bring the income of farmers into line with that of other salary and wage earners. We have provided cash advances for farm stored grain; limited unfair imports of farm products; assisted dairying and other phases of agriculture; and introduced legislation, long sought by farmers, to stabilize and increase farm prices by relating them in advance to production costs and other factors.

We have provided long overdue salary increases to our armed forces and to civil servants.

We have undertaken an extensive program of major works projects to provide more jobs for Canadians in all provinces.

These are some of the achievements of your Conservative Government. What we have done so far is, of course, only a start on the fuller policy of Canadianism which we put before you last year. We now come before you again to ask your mandate to carry on with a working majority which will enable us to translate our entire program into effective action for the benefit of all Canadians.

Yours sincerely,

JOHN G. DIEFENBAKER.

The PROGRESSIVE CONSERVATIVE PARTY of CANADA

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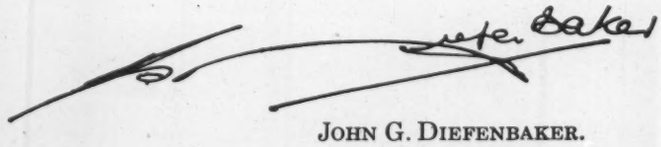

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"stand still and look: the antidote is always found with it, namely the leaf of the yellow dock. The cure is instant." Others adduce "snakeweed," a mythical plant to which wild animals "unerringly" go for "a sure cure" when they have been bitten by a rattlesnake. Others have pointed out that quinine comes from countries in which there is malaria and that willows grow in damp places where the rheumatic dwell, and that from willows may be obtained a medicine decidedly good for rheumatism.

There is really no end to this sort of thing. It might as well be pointed out that brambles grow near poison oak so that he who is poisoned by the oak may scratch himself on the bramble. Or one may regard the ague, as Mark Twain suggested, as Providence's means of giving the shiftless dwellers in the river bottoms exercise without exertion.

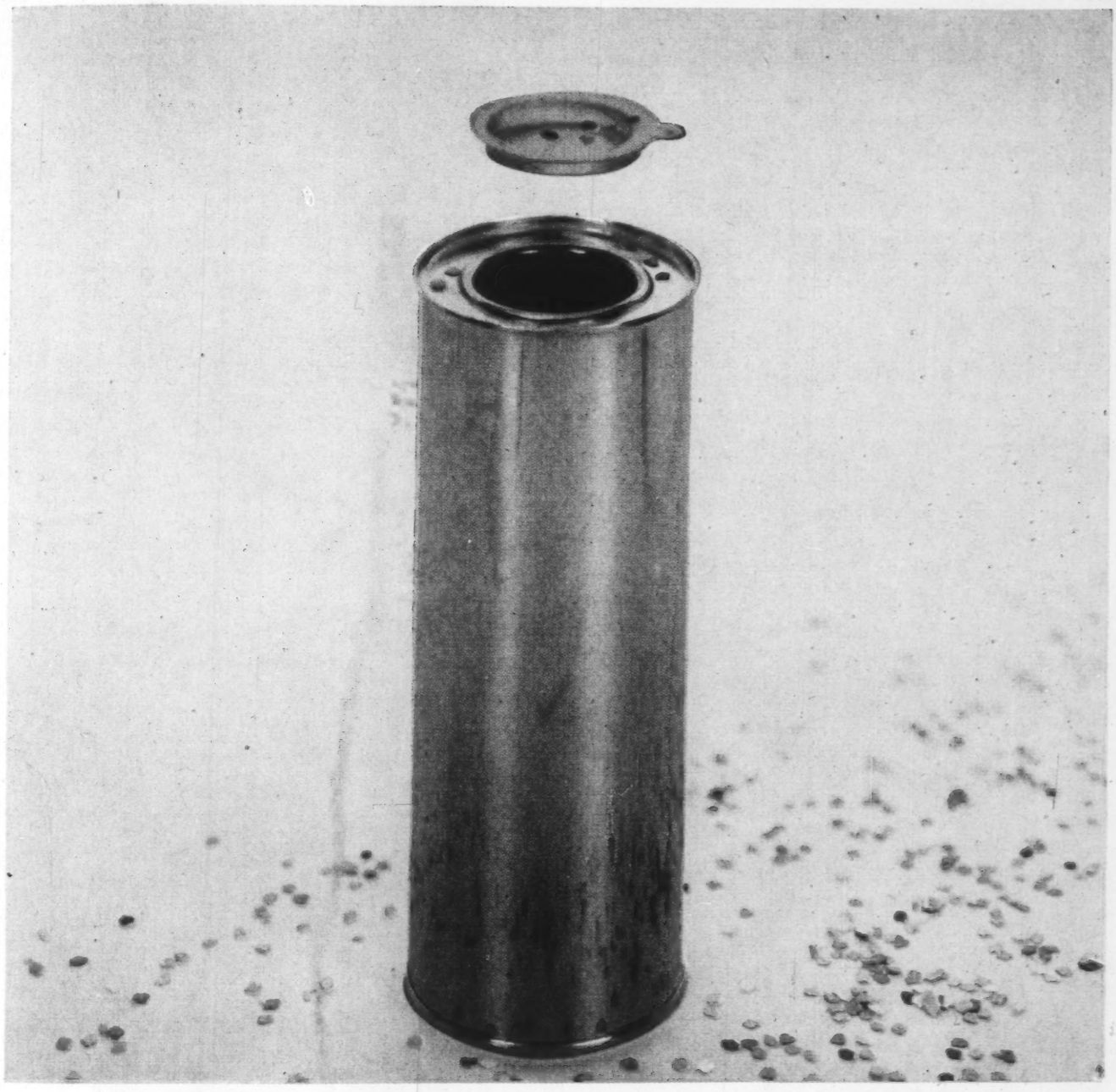
The sad fact is that some of the most virulent poisons known are of vegetable origin, and there is no antidote for them.

It is true that in the Renaissance people were poisoned by hollow rings that had on the under side short hollow needles through which poison might be injected?

"A hollow ring?"

THE RINGS may be genuine, but it is hard to believe they were ever effective. The hearty modern handsqueeze was not in those happier times in use. Men may have clasped hands occasionally, but for the most part they knelt or bowed to their superiors and embraced their equals. A determined poisoner might hang on to his victim in an embrace and gouge his ring through several layers of clothing, but such tactics would be absurdly unsubtle and, worst of all, not very likely to succeed.

The people of the Renaissance simply didn't know any poisons so deadly that a scratch moistened with them would be fatal. It would take perhaps an ounce of their worst poisons to kill a man for sure, and anyone wearing a ring that could hold an ounce would, one assumes, find his overtures of friendship met with distant acknowledgements. Furthermore, it is hard to see how such a quantity of liquid could be conveyed through rings before the development of rubber. There were no bulbs to squeeze. The poisoner would have to depend on gravity, osmosis, or blowing into one end of the ring; the first two would convey only minute amounts of the poison and the third would certainly convey a warning to the victim.



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The result of this happy union is the problem-solving package you see above. Now, you just pull the tab on the plastic plug and "Pop!" it's off. This makes sure that the container will always open easily.

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The marriage performed here, like so many of Canco's packaging improvements, has an offspring of increased sales through greater consumer benefits. It is quite possible that your product can use Canco's unique creative ingenuity to improve your package and increase your sales. Always remember to . . . "call Canco first."

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Chess

by D. M. LeDain

AMONG PLAYERS of Irish descent who have a secure place in chess history, three stand out—Alexander McDonnell (1798-1835), Paul Morphy (1837-1884), and Frank J. Marshall (1877-1944). Vividness and courage were the chief characteristics of each and they have left behind a rich heritage of great games that have thrilled millions. Morphy was world champion; Marshall, American champion and successful internationalist; while McDonnell's fame rests on his match games with French world champion, De Labourdonnais.

White: A. McDonnell, Black: C.De Labourdonnais (London, 1835).

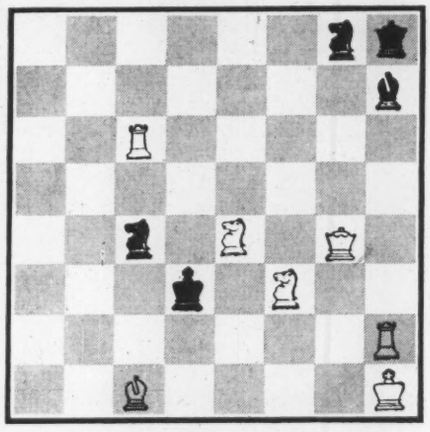
1.P-K4, P-K4; 2.P-KB4, PxP; 3.Kt-KB3, P-KKt4; 4.B-B4, P-Kt5; 5.Kt-B3, PxKt; 6. Castles, P-QB3; 7.QxP, Q-B3; 8.P-K5, QxP; 9.BxPch, KxB; 10. P-Q4, QxPch; 11.B-K3, Q-Kt2; 12.BxBP, Kt-B3; 13.Kt-K4, B-K2; 14. B-Kt5, R-Kt1; 15.Q-R5ch, Q-Kt3; 16.Kt-Q6ch, K-K3; 17. QR-K1ch, KxKt; 18.B-B4 mate.

Solution of Problem No. 187 (Schiffmann).

Key, 1.B-R6.

Problem No. 188, by L. Schor.

White mates in two. (7 + 5)



Puzzler

by J. A. Hunter

"LET'S HAVE one of your big trays," said Bob. "I want it for this new jig-saw puzzle."

"Which size?" asked Betty. "I know the box says there are nearly four hundred pieces."

Bob picked up the box and examined the lid. "That means within twenty less, I guess, and it also says the straight sides of the edge pieces are all one inch long." He applied a ruler to the top. "The illustration of what if will be is near enough to nine and a quarter inches by six and seven eights."

For quite a while Bob gazed blankly at that lid, and then his wife had an idea. "Assume all the pieces are very nearly the same area and that they average one square inch each," she suggested. And that enabled Bob to solve his problem. (70)

What do you make the dimensions?

Answer on Page 56.

See the Light?

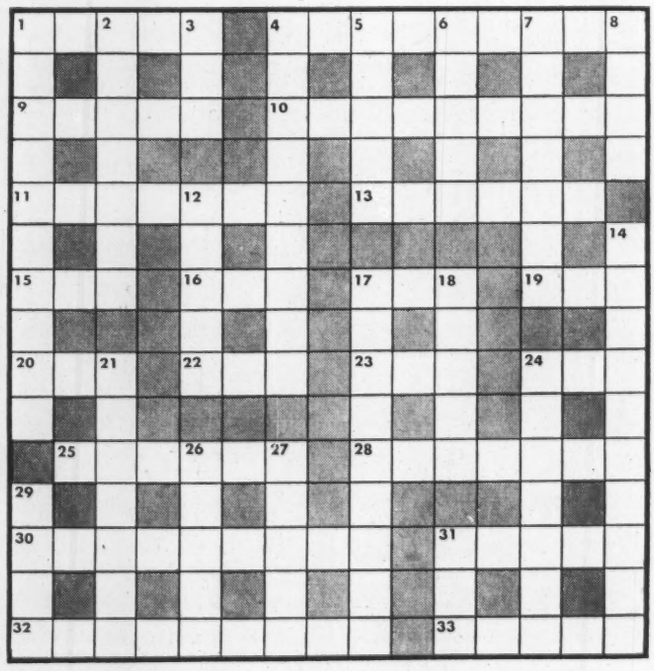
by Louis and Dorothy Crerar

ACROSS

1, 1D. An 11, 29 is designed to do this, as it were. (5, 10)
4 The head of 1D did it more concisely. (9)
9 Not surprising that a stew needs it to be enjoyed. (5)
10 The crazy dope's taken it or he's put it down somewhere. (9)
11, 29. A germ I'd plan to change for the bookworm's convenience. (7, 4)
13 If it happens again try an internal cure when upset. (6)
15 The silly fellow returns, full of wine, no doubt. (3)
16, 24. It's always pouring in England. (6)
17 See 19
19, 17. Native mineral has a musical note in India. (6)
20 Aladdin's advice for best results from a 29. (3)
22 Evidently one doesn't drink 16 in this shape. (3)
23 Does one variety swim in the electric current, if you see what we mean. (3)
24 See 16
25 The British air force, if backed up, has a means of showing its fibre. (6)
28 Its aura has changed since the days of its waltzes. (7)
30 Though opposed to the expense, I went to the island. (9)
31 The infant made a lot of noise, even when it reached fifty. (5)
32, 1. Thus spoke Othello, appropriately, contemplating his dark deed. (3, 3, 3, 5)
33 A fear that 31D, 11 holds. (5)

DOWN

1 See 1A
2 Not so long ago 3, 1A, 14 was probably due to a defect in this. (3, 4)
3, 1A, 14. Must one re-fuse to read this tale because it's Kipling? (3, 5, 4, 6)
4 Disturb an ant dining, and it's likely to become so. (9)
5 This unfortunate sufferer may turn up to disgust. (5)
6 Might "At Dawning" be termed 1A this. (5)
7 To get a sunburn going up on this mountain range, would be considered so. (7)
8 See 12
12, 8. Was the reader so uninformed after reading 3, 1A, 14?
14 See 3 (2, 3, 4)
17 I've come to the conclusion that to start opera is for an artisan. (9)
18 "Don't let us detain you" is seldom heard on this island. (5)
21 Blow the last bit to pieces. (5, 2)
24 This story, though competent, is below average. (7)
26 Some women wear it in traffic hurrying to work. (5)
27 Enough seats to go round is one at any gathering. (5)
29 See 11 and 31D
31, 29. For 1A, 11 between the lines? No, between the sheets. (3, 4)



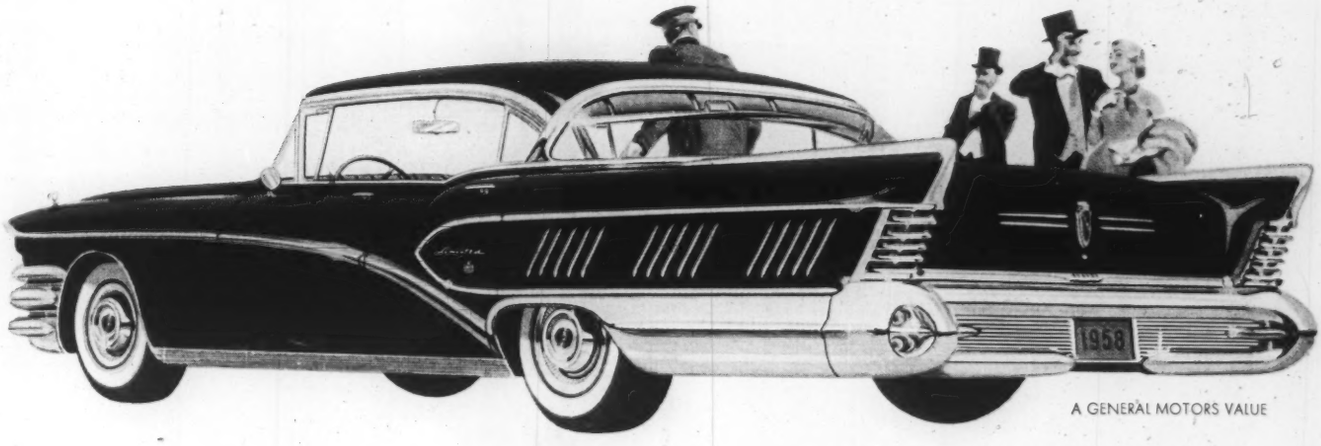
Solution to last puzzle

ACROSS

1 Scale
4 Two
6, 5. Works of art
9 Extreme
10 Amiable
11 Larger
12 Attended
14 Coastguard
16 Amid
19 Meet
20 Coat collar
23 Rose bowl
26, 4D. Tongue-tied
28 Useless
29 Barrage
30 Emmet
31 Ski
32 Watts

DOWN

1 Shellac
2 Alternate
3 Elements
4 See 26
5 See 6A
6 Whiten
7 Rabid
8 Speeded
13 Ludo
15 Rots
17 Malignant
18 Tomorrow
19 Marquee
21 Reefers
22 Absent
24 Steam
25 Wasps
27 Oboi (437)



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Books

by Robertson Davies

Where's Me? Front Row

"The reader of the modern novel identifies himself, not with the hero, but with the author. Is the author painfully chewed? The reader is."

IT IS A POOR CRITIC nowadays who lacks a Theory of the Novel, and I ask your patience during what follows, where I hope to put forward my own. I am moved to do so by the reading of a good and provocative book by Caroline Gordon, called *How To Read a Novel,* and three novels (one a Canadian book of unusual merit). But before we go further, will you be kind enough to read the verses by Dr. Morris Bishop which appear elsewhere on this page, and which contain a great aesthetic truth which the novelist neglects at his peril.

Dr. Bishop says that the reader identifies himself with the hero of the novel he is reading, and wants to know how this can possibly be done in the case of the frowsy anti-heroes who appear in so many admired works of our time. Well, here comes my theory, which I am quite prepared to hear that somebody else has discovered before me: the reader of the modern novel identifies himself, not with the hero, but with the author. Is the author brimming over with compassion? His reader brims, too. Is the author painfully chewed by the wretched predicament of mankind, born without hope, and unappeased by the philosophies and codes of the past? The reader is similarly chewed.

This is not a new attitude; the successful reader of Henry James must enjoy, quite legitimately and admirably, sharing the sensibility and insight of the master. But I think that never before in literary history have so many authors taken advantage of the tendency of the reader to identify himself with the writer, and I think also that never have so many readers been eager to make this identification, and to defend whatever attitude a writer may impose upon them. It is unsophisticated to want to play hero; the reader wants to play author, partaking of the creator's character.

Caroline Gordon's excellent book is a plea for humility on the part of the reader; let him earnestly attempt, says she, to follow in the footsteps of the creator. Who will quarrel with this, when the creator is one of the giants — James, Faulkner, Tolstoy — she discusses? But suppose the creator is a good writer who is by no means a giant, like Lawrence Durrell, whose *Justine* I have been reading? He is a poet well-reputed among students of modern verse. He is a member of a group of writers whose work is linked in the public mind with the Mediterranean, and the literary stock of the Mediterranean is very high at present.

Around his book is one of those belly-bands beloved by publishers, on which is printed the opinion of *The Observer* that *Justine* is a great novel; *The Times* says it is of great richness and beauty and *Books & Bookmen* declares that it is filled with power and magic. Bamboozled by these highbrow hosannas I open the book hopefully, and identify myself with Lawrence Durrell.

By page 100 I can keep up the impersonation no longer. The book is written in the first person, and so I am compelled to be, not only Durrell but his hero, who is a seedy schoolmaster living in Alexandria with a mistress who appears to be a consumptive. But the schoolmaster, and Durrell, and I are all enthralled by Justine, a beautiful Jewess whose misfortune it is to be unable to love anybody very much, because she cannot recall the name of the male relative who seduced her when she was a small child. We are all in a sad way, for our friends are crooks and no-goods of one sort and another, their loves are all wilted or perverted; we drink very heavily and console ourselves with the exquisite poetry of C. P. Cavafy. But because Cavafy wrote in demotic Greek (one of the modern tongues which I happen, by some ridiculous oversight, not to have mastered) I have to put up with translations which, I am assured by Durrell, fall piteously short of the originals.

Thank you, no. Admitting the power of certain passages, and the originality of the book I cannot like it because I cannot find any place from which to observe it. I don't ask to be at one with the hero, but I would like to feel a little nearer to the author, and he keeps thwarting and rebuffing me. He makes me feel cheap

Who'd Be a Hero (Fictional)?

When, in my effervescent youth,
I first read "David Copperfield,"
I felt the demonstrated truth
That I had found my proper field.
As David, simple, gallant, proud,
Affronted each catastrophe,
Involuntarily I vowed,
"That's me!"

In Sherlock Holmes and Rastignac
Much of myself was realized;
In Cyrano de Bergerac
I found myself idealized.
Where dauntless hardihood defied
The wrong in doughty derring-do,
I periodically cried,
"That's me too!"

The lads of Bennett, Wells, and Co.
Confronted many a thwarting thing.
But well-intentioned, fumbling, slow,
They tried to do the sporting thing;
And some would nurse a carking shame,
Hiding the smart from other men.
They often caused me to exclaim,
"That's me again!"

The fiction of the present day
I view with some dubiety;
The hero is a castaway,
A misfit to society,
A drunkard or a mental case,
A pervert or a debauchee.
I murmer with a sour grimace,
"Where's Me?"

(From: "A Bowl of Bishop", by Morris Bishop. By permission Dial Press)

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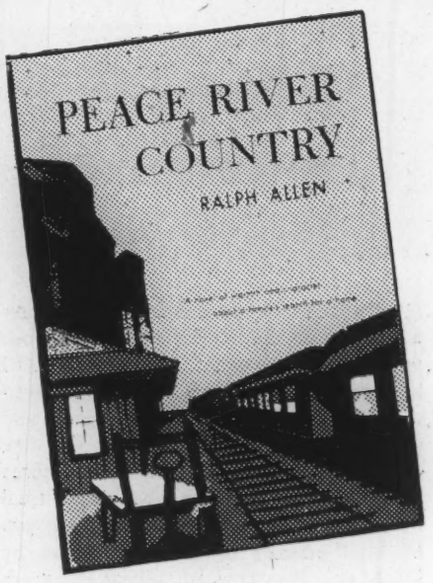
and ignorant and ordinary and lumpishly normal. Masochistic readers may like such treatment, but I am not of their number; I will only consent to be snubbed by writers of the first rank.

My luck was much better with *The Keys of St. Peter*, by Roger Peyrefitte, finely translated from the French by Edward Hyams. This scandalous, uproarious book is about a young French candidate for the priesthood, who goes to Rome to become a member of the household of Cardinal Belloro. The Cardinal is one of those witty, worldly prelates who seem to thrive better in novels and plays than in reality, and he sets to work, apparently, to disillusion his protegé about the Church of Rome.

The disillusionment is brilliant and hilarious; the discussion of relics ends in a pilgrimage to view the Holy Prepuce, which is preserved in a small town in Southern Italy. One wonders where this extraordinary book can go, after such a climax. But the author uses an ancient, and in my opinion, unworthy trick: the Cardinal dies, and it is discovered that he wore a hair-shirt, and was a man of austerity and exemplary faith in spite of his wicked tongue. So the protegé gives up his mistress, and sets his foot firmly on the priestly path.

This is having the best of both worlds: having blackguarded the Church for three hundred pages, Peyrefitte trumps up a poor compliment in the final twenty. But the book is not interesting for its plot, but for its wit, and its extraordinary range of fascinating information about the papacy, relics, ceremonial, church finance, the making of saints, and Cardinal Spellman's chances of succeeding Pius XII. I commend it heartily to the unregenerate as Easter reading. And to return to my theory, Peyrefitte plays the game with his reader; we can sit at the author's elbow very happily during the whole of this book, flattered by the chance to do so.

But of the three novels under discussion today, the one which invites the reader most compellingly and successfully to identify himself with the author is Ralph Allen's *Peace River Country*. The Peace River district, in this book, represents that Great Good Place toward which so many people strive, knowing that there all tears will be dried, all jobs will be good—indeed that all the ugly laws of cause and effect will be suspended. The Sonderns, mother and two children, Kally and Harold, are making their way thither, a hundred miles or so at a move, because they are in flight from Sondern, who is a hapless, well-meaning drunk. Mrs. Sondern is fortified by a combination of courage and stupid optimism; she is one of those women who compels people, by her very need, to help her, though she is not conscious either of the need or the compulsion. Kally shares her simplicity. But Harold is a boy born to suffer. He sees too much, understands



Ralph Allen has written a haunting novel about fine people. For all its sadness, it displays a shining thread of humor — and, better still, a rich understanding of human nature.

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It is no hardship for us to identify ourselves with the author in this work; rather it is a keen pleasure for the Canadian reader to notice stroke after stroke which fills in the Canadian background. When he wrote *The Chartered Libertine* Mr. Allen was somewhat faulted for being less than a complete satirist; this book shows him to be not a satirist at all, but a disenchanted, clear-eyed, just yet kindly observer of Canadian life.

And to read such a book provides us with an answer to Dr. Bishop's question, Where's me? With the author, in the best seat in the house, front row centre.

Justine, by Lawrence Durrell—pp. 253—*British Books—$3.25.*

The Keys of St. Peter, by Roger Peyrefitte—pp. 320—*British Books—$3.75.*

Peace River Country, by Ralph Allen—pp. 221—*Doubleday—$4.25.*

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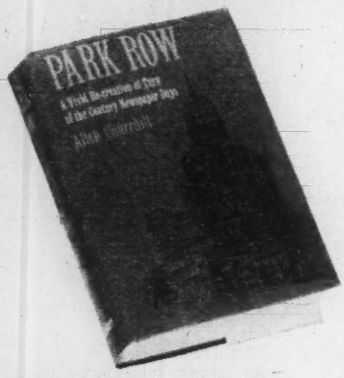

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CLARKE IRWIN

fewer than five quotations, a dedication, a special note and a prologue to begin ceremoniously, and an epilogue to conclude.

In spite of the author's forestalling denial, it is difficult to escape the feeling that he identifies himself with Dave Hirsh (né Herschmidt) who is another Ulysses returning from war, another Angel looking homeward. All his life, Dave had been horrified at the indifference shown him by the rest of the human race, "shocked at the way people went about their lives as if his existence meant nothing at all to them".

James Jones knows how to tell a story well and how to create perfectly the poisonous, intellectual aura of small-town American life. Unfortunately his characters, though they possess vitality, lack poetry and humour utterly. They are so dull that the murderer's bullet which ends Dave Hirsh's life on page 1235 would have been welcome any time after the first hundred pages.

M.A.H.

The Sober Side

Jubilee, One Hundred Years of the Atlantic, edited by Edward Weeks and Emily Flint—pp. 740 & index—*Little Brown—$8.25.*

HERE IS A selection from the rich pages of that great magazine, *The Atlantic Monthly*. The source explains all that needs to be said about the character of the material included; it is the most literate, but not necessarily the most amusing, periodical published in the U.S.A. It is not committed to a special attitude, and its editors do not re-make writers in their own image. It has been particularly considerate toward poets.

This is a fine anthology, and although the authors included are by no means all Americans it may be said to reflect the interests and trends of thought of the sober side of the American intellectual world for the past century.

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Socrates, by Lister Sinclair—pp. 103 — *Book Society of Canada—$2.25.*

BOTH THE PRINCIPAL plays of Lister Sinclair are now in print, *The Blood is Strong* having appeared in 1956. This edition of *Socrates* is designed for use in schools, and is supplied with notes, and questions on the text. It is illustrated with sketches by Kay Ambrose, who designed the costumes for the production of the play at the Jupiter Theatre, Toronto, in 1952. But we may hope that now that *Socrates* is easily obtainable, producing groups will put it on the stage, for it is certainly one of the few plays of truly serious theme and large scope ever to be written in this country.

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The White Witch, by Elizabeth Goudge—pp. 414—*Hodder & Stoughton—$3.50.*

THIS IS ESCAPE literature of a high order. Against a background of the Civil War in England Fringa Hazelwood, a white or benevolent witch, opposes Mother Skipton, a black witch. A link with the King's cause is provided by the romance between Fringa's niece, Jenny, and Lord Leyland, who is spying for the Cavaliers, disguised as a travelling portrait painter.

All of the principal characters in this thickly-populated book undergo some form of spiritual development as the plot is worked out, and most of these relate to the hard decisions and reconsideration of moral values which the Civil War brought about. The book, though unpretentious, is a work of art, and its impression of truth arises from this rather than from any hard-wrought "realism". B.E.N.

Canadian Voices

Ten Canadian Poets, by Desmond Pacey—pp. 326, bibliography and index—*Ryerson—$5.50.*

"WHICH TEN Canadian poets?" Desmond Pacey forestalls the question by explaining carefully that, aware that his choice will not please everyone, he has selected those who constitute the main stream of Canadian poetry over the past century: Sangster, Roberts, Carman, Lampman, D. C. Scott, Pratt, Smith, F. R. Scott, Klein and Birney.

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is of largely historical interest, I have concentrated on providing as full a biography as possible; for Pratt, on the other hand, whose life is well known but whose work is substantial and challenging, I have virtually ignored biography in favour of criticism." Mr. Pacey's submission to the poet's individual demands is particularly rewarding in the essays on Lampman, Smith and Klein.

This is an important book. Its candid criticism, artistically involved and intellectually detached, is of a quality that has been until very recently very rare outside the Canadian literary quarterlies. The accent is on the poet, not on his nationality. M.A.H.

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The Sticky Bogs

A Sociable Plover, by Eric Linklater — pp. 222—*British Book Service—$3.50.*

THE TITLE PIECE of Eric Linklater's new book is a long short story about a strange haunting. It is told with that felicity of phrase and almost macabre delight in exploring the sticky bogs of abnormality that distinguish so much of Mr. Linklater's work.

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is a wide-ranging and witty conversation. The fifth in this collection is the script of a BBC broadcast called "Sunburnt Girls on the Rocks or Norway Revisited", which is a model of what a good travelogue should be.

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Historical Essay, by H. R. Trevor-Roper — pp. 298 — *Macmillan — $4.00.*

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In *Presenting Moonshine* some of Collier's finest short stories are gathered. He is one of the surest-footed artists among modern writers, and the elegance of his prose is a delight in an age when so many authors appear to write as though they had just been struck on the head with a club. S.M.

Hopeful Spirit

Reflections on America, by Jacques Maritain—pp. 200, index —*Reginald Saunders $4.50.*

ONLY A PHILOSOPHER of M. Maritain's reputation could at this moment dare to write a book on hope, that much-debased subject which, he whimsically suggests, is perhaps his prerogative since the apostle whose namesake he is, represented the second theological virtue. His hope is that America will somehow clear the way for a new Christian civilization.

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Light on the Past

The Early Christian Church, by Philip Carrington—2 vols., 990 pages, with maps, bibliography and many illustrations *—Macmillan—$17.50.*

ARCHBISHOP CARRINGTON offers this book —the fruit of many years of labor —not especially to scholars, but to the many eager enquirers into the history of the Christian Faith who are puzzled to know what happened in the two centuries which followed the Crucifixion. Often this period of Church history has been a battle-ground on which the authenticity of particular records and texts has been disputed.

The author here takes the reasonable view that credence may be granted to records which are in no sense Christian, but which were set down by men who had no cause to lie, and no idea that their opinions on the growth of the Christian Church would be of concern eighteen hundred years later; Archbishop Carrington also attaches importance to oral tradition, recognizing that in an earlier day, when so much information was handed down with remarkable accuracy (when proof is possible) by word of mouth, memory could be trusted.

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Gold & Dross

Natural gas and pipes — High calibre management thinking — A reorganization for DOSCO — London and copper prices.

B. A. Oil

How does British American Oil Company rate as an investment?—S.M., Hamilton.

British American Oil is a strongly-placed, integrated unit in Canada's petroleum industry. It seem about as well situated as any company to benefit by the indicated growth of that industry. It has an especially interesting position with respect to natural-gas reserves and these can be expected to loom larger in the profit picture when the Trans-Canada line from Alberta to eastern Canada comes into operation.

The company's views on sales promotion and relations with shareholders and the financial community are particularly well-advanced and reflect management thinking of a high calibre.

Page-Hersey

I notice Page-Hersey is steady on the market and I wonder if you can indicate whether this support of the stock is justified. — M.P., Montreal.

Investment-buying of Page-Hersey, which reflects in the steadiness of its price, seems to be well based. Price-earnings ratio is not high in relation to the company's position and prospects. These have undergone important changes in recent years as a result of increased natural-gas development in Canada. One natural-gas line already goes west to the Pacific Coast from the Peace River-Fort St. John district; a second one is under construction from the Alberta-Saskatchewan border to eastern Canada. In Western Ontario, Union Gas is building a new trunk line from Sarnia to Hamilton while the expansion of the Consumers Gas system from its Toronto base is proceeding. A third big-inch gas pipeline from Alberta to the Pacific west and California is under discussion as is the possibility of additional lines to the west coast and to the east. These projects all involve big-inch tube.

Page-Hersey is importantly in the big-inch tube business via Welland Tubes, jointly owned with Steel of Canada. Prior to the Welland enterprise, Page-Hersey's limit was 16-inch diameter pipe. Besides the natural-gas field, the company sells to many other industries: water and water power, plumbing and heating, refrigeration plants, oil refineries, locomotives, electrical ducts, fences, conveyors, railings and tubular furniture. The uses of steel pipe in the modern world are many. The company also makes plastic pipe.

From the foregoing it is apparent that Page-Hersey's outlook is closely tied to Canada's resource and economic development. For instance a project is being discussed for piping water to inland Ontario from the Great Lakes. As the economy grows, its water needs multiply and must sometimes be supplied from great distances. Water is wealth in the modern world.

Page-Hersey is an old, well-established unit with considerable know-how in manufacturing and sales promotion. Financial position is strong. Working capital is estimated as of the order of $25 millions or more. Earnings for 1957 should have exceeded the $8.47 a share registered in the previous year; they could be indicative of expectations for the next few years. The stock is on a $3.60 dividend basis, giving a yield of approximately 3.33%.

Pacific Nickel

Is Pacific Nickel Mines operating?—B.P., Quebec.

Ownership of the Pacific Nickel property is now vested in Western Nickel Mines, in which the first-mentioned has an interest. The Western company commenced to produce from the mine this year.

Burlington Steel

Do you think Burlington Steel would be a good stock to buy?—J.M., Quebec.

Burlington Steel does not appear to be over-priced. There are 280,000 shares of capital stock oustanding and net liquid assets at March 31, 1957, were $2,602,758 or about $9 a share. The company punched out a net profit of $1.66 a share in the year ended March 31, 1957. Even if earnings show a decline for the 1957-58 fiscal year, the stock could still be attractive.

Operating in a field closely allied to resource development and to construction, Burlington seems to be about as well situated as any firm to benefit by the indi-

cated growth of this country and its economy. The company is a rolling-mill operator. One of its chief sources of raw material is old rails. It also has equipment for electric-furnace production of primary steel.

Products are: reinforcing rods, bars and shapes, fence posts, grinding balls (for the mining and other industries), structural tubing and a variety of other shapes.

The stock has been paying 15 cents a share, quarterly, with extra dividends.

Copper Prices

Is there any explanation for the emphasis which commentators on metal stocks place on the price of copper and other metals on the London Metal Exchange?—W.T., Hamilton.

The profitability of operations of Canadian metal producers depends largely on world markets since this country consumes only a fraction of its metal output. The relation of world markets outside the United States to the London Metal Exchange is the natural consequence of Britain's position as a trader and manufacturer.

Quotations on the London Metal Exchange determine the method of pricing perhaps one-third of the copper sold to European consumers. This is on long-term contracts, covering fixed monthly quantities of metal, and based on the London quotation on the day of shipment or on the day of arrival.

This procedure is also true of other metals.

Dosco

Has the change in control of Dominion Steel & Coal made any difference to it? The steel business doesn't look quite so hot now, does it?—V.C., Edmonton.

A major re-organization of Dominion Steel & Coal Corp. Ltd. has been effected since coming under the wing of A.V. Roe Canada Ltd., which now owns 75 per cent of Dosco stock. The re-organization involves re-alignment of some 23 individual Dosco companies into four basic operating divisions — mining, steel production, steel fabrication and manufacturing, and transportation.

The move places the many and varied operations of this great company in a logical product relationship to each other.

Besides producing basic steel and mining coal, Dosco also turns out a great variety of finished products in its plants across Eastern Canada from Newfoundland to Windsor, Ont. Its products include such major items as ships, bridges, towers, railway cars and rails, and a wide variety of other products, including fasteners, screws, rivets, fencing, etc.

Dosco was recently operating only four of its six open-hearth furnaces at Sydney,

The Investor and the Industrialist

Combining their money and efforts, these two continue as in the past to be vital to the growth of Canada. Through the funds supplied by the one and the technical knowledge of the other, Canada's natural resources have been utilized and its industry expanded to bring the country to its present important position in world trade.

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N.S. But, because of the improved availability of the furnaces which occurs during slack periods, the percentage of operating capacity is greater than the open-hearth figures indicate.

The new soaking pits at Sydney are now in use at the blooming mill and the rail mill continues to be extremely busy producing rails for export. The rod and bar mills are not as busy.

The Trenton car plant has not sufficient business ahead for the full year as a result of restricted car-building programs of the railways. This will also effect the axle plant.

Operations of Dosco's fabricating plants also reflect the general decline in demand for certain production, especially wire and nails. Back-log of orders at Canadian Bridge for towers and structural work remains satisfactory.

Pace of iron-ore mining operations at Wabana has increased and for two consecutive months output exceeded 12,000 tons daily. Shipments have matched production and stockpile of ore remains low.

The outlook for the steel industry could brighten very rapidly.

Lamaque

Would you please give an opinion on Lamaque Gold for a reader who still believes in the supremacy of gold?—B.D., London.

Lamaque is acknowledged to be one of the most attractive gold equities. The company chalked up a net profit of 25 cents a share on its 3,000,000 shares in 1957 and presumably finished the period with working capital not less than the $2,000,000 or 66 cents a share reported at the end of the previous year. It treated 742,000 tons in 1957, at the outset of which ore reserves totalled more than 2.5 million tons grade 0.191 oz. gold per ton. Development results since have been promising.

Canadian Industries

What are your views on the chemical industry and especially Canadian Industries Ltd.—O.L., Regina.

The chemical industry has outstanding growth prospects and no unit seems to be better placed than Canadian Industries.

Consolidated sales of this company and its subsidiaries in 1957 totalled $142.7 million. Sales were 10 per cent higher than in the previous year.

The company's consolidated earnings for 1957 amounted to 98 cents a common share as against 97 cents in the previous period. Dividends on the common stock totalled 50 cents a share, the same amount as in the last two years.

The gain in sales was general for most of the company's products, although the reduction in activity in certain segments of the economy affected business in the

latter part of the year. Exports of "Terylene" polyester fibre and polythene were considerably higher than in 1956.

The new hydrogen peroxide plant at Hamilton and a nitric acid plant at Beloeil, Que. were brought into operation late in 1957, while production of ammonia at Millhaven, Ont. began in January, 1958, after delays in the start-up of equipment. Satisfactory progress was reported in construction of the company's two new sulphuric-acid plants at Beloeil and Copper Cliff, Ont. with completion of both new plants scheduled for early 1958.

In November, 1957, to provide funds for these and other new facilities, C-I-L issued $20 million principal amount of 5¾ per cent debentures due Dec. 1, 1977.

Faraday Uranium

What kind of results is Faraday Uranium getting?—N.B., Ottawa.

Eight months of operation at Faraday in Ontario's Bicroft district resulted in an estimated profit of $1,587,000. Profits for the month of December were $235,000. As a new producer the company is exempt from corporate income taxes until April 30, 1960. Thus, operating and net profit are the same.

The company has been milling 1300 tons daily. It plans to operate a block of deeper levels.

Dominion Bridge

How does Dominion Bridge stock appeal to you at these prices? — M.T., Ottawa.

Dominion Bridge has considerable attraction as a growth situation, especially considering the price-earnings and price-working capital ratios. The company has outstanding 2,569,755 shares capital stock (no bonds, debentures or preferred stock) and had net working capital of $35 millions or more than $13 a share at the end of 1957. It had net earnings of $8,031,582 or more than $3 a share last year after depreciation of $1,261,519. The 1957-58 price range has been $29.50 - $19.50.

The company is a fabricator of steel and stands to benefit substantially from the heavy engineering jobs which the development of Canada's resources involves. The St. Lawrence Seaway and other public works have provided a substantial backlog of work although the location of these jobs does not benefit all divisions of the company.

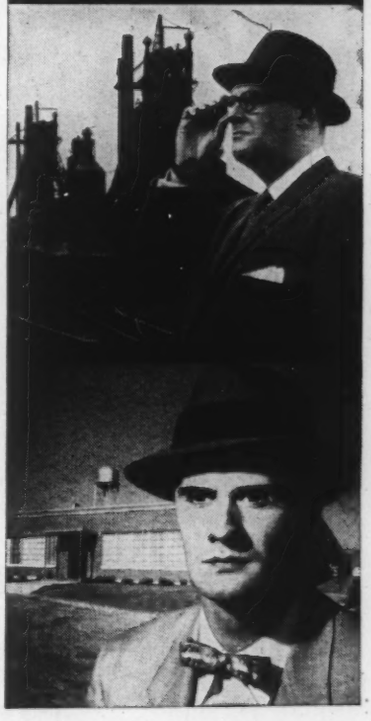
Dominion Bridge plants operated at a satisfactory level throughout 1957 although new orders booked were less than those of the previous year. So was the volume of unfinished work at the end of the period.

The problem of obtaining structural shapes and plates was less acute by the year end and, while most requirements have become available from normal Cana-

What

is The Bank of Nova Scotia?

To George Zenopoulis it is a friendly bank around the corner, and the branch manager who put him in touch with the real estate firm that sold him his restaurant business.



To John McNally, steel executive, it is the bank that arranges for a payment on his export sales through a letter of credit.

To Bill Parsons it's bankers like the one who flew from Winnipeg to Toronto to assist him in planning for a new plant.

THE BANK OF NOVA SCOTIA is a group of businessmen who are familiar with every branch of Canadian industry. It's a source of first-hand information on business all across Canada—and through its overseas branches and correspondent banks, on local developments throughout the world. It's men who can offer you experienced financial advice. In fact, you'll find that The Bank of Nova Scotia is *whatever you need* in the way of banking service.

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MARTIN L. DAVEY Jr., PRESIDENT

dian and United States suppliers, the company is still partly dependent on overseas sources.

The shares are on an indicated dividend basis of 95 cents a share per year, providing an attractive yield at recent price levels. The dividend appears to be well protected by earnings notwithstanding the large capital program being undertaken.

This is one to put away.

Carnegie Mines

Where does Carnegie Mines now stand?—R.L., Calgary.

Carnegie has come under the wing of Violamac, which is operating the mill for the treatment of its own ore. The mill would also treat any ore picked up in the course of developing the Carnegie property.

Bridge & Tank

Can you tell me something about the outlook for Bridge & Tank Co.?—G. L, London.

Bridge & Tank was expected to show high earnings for 1957. Profits for the first six months showed an increase of more than 100 per cent over the same period of the previous year. The company's plants were booked to capacity for the last half year and prospects for 1958 are improved as a result of the company being awarded a contract by the Canadian National Railways for supply and erection of steel superstructure for the Victoria Bridge railway diversion at Montreal. This was one of the largest contracts of its type awarded in Canada in recent years; it involved 13,000 tons of steel. The work will keep the company's Hamilton Bridge division occupied for three years.

Company officials stated six months ago that the backlog of orders for products other than structural was holding up satisfactorily. The company has sold its Manitoba Foundries & Steel division and was contemplating expansion of the business into diversified heavy industry by acquisitions.

In Brief

What happened to Black Jack Gold Mines Ltd.,—C.D., Calgary

Twenty-one or—.

Did Lightning River Gold Mines Ltd. have any success?—C.B., Winnipeg

Failed to strike even once.

Is Black Bear Mining still going?—V.C., Ottawa

Quit seeing its shadow some years ago.

How did Blue Chip Gold Mines Ltd. turn out?—B.A., Quebec.

Anything but a blue chip.

Machine

CONTINUED FROM PAGE 13

Once the suspect has agreed to take the test, he is questioned for about 15 minutes by the testing officer (about his drinking, his health, the amount of sleep he had the night before) and asked to perform coordination and balance tests (walking, leaning backward, putting finger to nose with eyes closed, picking up coins).

Then he gives two samples of his breath within 15 minutes. In both cases, he blows into a plastic tube leading into the machine. The air exhausted from deep in his lungs is bubbled through a yellowish solution of potassium dichromate and sulphuric acid, which the alcohol in the breath turns blue. Photo-electric cells and light meters measure the loss of color by comparison with a sealed ampoule of the same fluid. And 90 seconds from the start of the test, a dial registers a reading based on the amount of potassium dichromate used up by the alcohol, and on the ratio that 2,100 parts of breath contain as much alcohol as one part of blood.

When testifying in court later, the testing officer submits as evidence the lower of the two readings, and adds his own observations: "Your worship, accused had a breathalyzer reading of 1.5. He walked normally, but stumbled on turning. When performing the finger-to-nose test, he was sure with his right hand, poor with his left. His speech was slurred, his eyes watery, and he smelled strongly of alcohol."

Breathalyzer readings which indicate a person has less than .5 parts of alcohol per 1,000 in his blood (for a man of 150 pounds that would be the equivalent of about three ounces of whiskey or two pints of beer) is not considered evidence of impaired driving ability. Readings from .5 to 1.5 (about 7½ ounces of whiskey or six beers) are considered corroborative evidence of impairment. And readings over 1.5 can be accepted by magistrates as *prima facie* evidence of impaired and drunken driving.

Interpretation of the breathalyzer's readings, in terms of impairment or intoxication of the individual motorist, has sparked the controversy which rages about the machine.

Dr. Smith, of the Ontario attorney-general's crime laboratory, states the case for the breathalyzer simply: "Thousands of tests with it have proved that motorists with 1.5 parts of alcohol per thousand of blood in their system do have their driving ability impaired, and should be considered unsafe on the highways in the same sense you would consider unsafe someone who exceeded the speed limit of 50 m.p.h."

He points out that 10 per cent of all drunk and impaired driving charges are dropped after the breathalyzer indicates a lack of evidence. And he says the machine has come to the aid of those who appeared to be intoxicated, but who really were suffering the effects of the 50 or 60 conditions (like diabetes, concussion, and epilepsy) and drugs (barbiturates and tranquillizers) which produce alcoholic-type symptoms.

Most vociferous critic of the breathalyzer is elderly, fiery Dr. I. M. Rabinowitch, retired McGill University professor of pharmacology and toxicology, and an expert on alcohol's effects on human beings, for 35 years. Frequently, he has been called into test cases as a defence witness, to cross swords with lean, bespectacled Dr. Smith and his fellow authority, grey-haired Prof. Joslyn Rogers, retired instructor of analytical chemistry at the University of Toronto and special consultant to the attorney-general's department.

He attacks the breathalyzer as an unreliable method of proof that is inaccurate every 13 times. He argues that "statistical averages should not be applied to individual cases." And he maintains breathalyzer evidence completely overlooks the facts that a drinking man can build up a tolerance to alcohol and remain unimpaired after drinking 10 pints of beer, whereas another man can get roary-eyed drunk on half that amount.

To those accusations, the experts at the attorney-general's department retort: "We accept the tolerance factor, but we haven't yet found anyone who doesn't become impaired at 1.5 or over, regardless of tolerance."

Dr. Rabinowitch says it is all wrong, too, for the attorney-general's department to assume that the peak alcoholic content in a person's bloodstream is reached 1½ hours after he starts drinking. He contends a fatty meal, eaten at the beginning of a binge, can slow the diffusion of alcohol into the blood, and thus produce a breathalyzer reading two or three hours after an accident that indicates a higher alcoholic content than at the time of the accident.

Members of the bar also have been outspoken in their criticism of the breathalyzer and its application. Toronto criminal lawyer Arthur Maloney—now parliamentary assistant to federal Labor Minister Mike Starr—declared in court recently: "The day is far removed when the functions of our courts can be usurped by laboratory technicians. Dr. Smith thinks because he has examined 1,000 men he can come to court and give evidence on one man's impairment. Let Dr. Smith examine 3,000 men and he still has not examined the nation."

But the Canadian Bar Association, at its annual convention at Banff last September, voted down a motion by Regina lawyer Morris Shumiatcher, which condemned the breathalyzer as a violator of a citizen's right not to do or say anything which might incriminate him at his trial. Saskatchewan's attorney-general, Robert A. Walker, led the opposition to the motion, said the breathalyzer test is a scientific act and not a confession, and added: "Any liberties violated by the breath test are more than balanced by the liberties violated by the drunken driver."

Magistrates admit they have no set policy for judging breathalyzer cases, beyond accepting its evidence as corroboration only. Says Magistrate C. A. Thoburn of Toronto about the machine: "It's useful, yes, as corroborative evidence. But I personally will never accept it as proof positive unless the Legislature makes it mandatory to convict a person with a reading of 1.5 or over. For my money, the best evidence is still that of a police sergeant with 30 years of experience, who has examined thousands of drunks in his time."

What of the breathalyzer's future? Indications are that it may become something more significant than just a piece of police station equipment; it may become the cornerstone for other legislation similar to Saskatchewan's compulsory breath-analysis law. A high-ranking Ontario government official predicts: "I think public sentiment will demand it, if the killings on our highways continue."

Jamaica

CONTINUED FROM PAGE 22

supplied more effectively through local production than by direct import.

A strong factor in this is Jamaica's investment climate which rivals the proverbial natural climate of the West Indies. There is, for instance, an uncommonly generous law which grants a complete income tax holiday to any new enterprise for any five of the first eight years of its operation, plus ample guarantees for repatriation of profits.

Political developments, too, are working in favor of the investor from abroad.

Jamaican participation in the newly founded West Indian Federation means that British colonial grants are coming to an end and that the island must start earning its own way. It also means that, sooner or later, there will be complete customs union between all the member territories of the Federation, that the new industries of the West Indies will have stronger competition from each other but also very much larger markets for their products.

The leaders of the two political parties in the West Indies are in complete agreement on only two points. One, that the West Indies' most vital problem is — and will remain for many years to come — to increase capital investment from abroad. Two, that one of the most im-

portant tasks of the first West Indian Federal Government will be to strengthen the ties with Canada.

What West Indians seem to have in mind is an arrangement combining the features of the Commonwealth's Colombo Plan and the United States' Point Four Program in which Canada would play a key role. Recent Canadian visits by West Indian delegations seem to have been extremely successful in creating interest for such a deal on high governmental and business levels.

The ultimate success or failure of such a plan will obviously depend on the degree to which Canadian investment abroad can be maintained and increased. Tight money in Canada has already caused some fears of a slow-up among West Indian business leaders. Yet, they are confident of the long range outlook.

Canadian exports to Jamaica, the largest member of the Federation, are currently running around $16 million per year, with flour, cod, tobacco and newsprint providing the bulk. Future sales may be increased in some finished-goods fields, but the size of the market itself sets a fairly narrow limit.

Investment opportunities are quite another matter. Canada's investments in Jamaica are already out of all proportion to the territory's size and population and if Canadians continue to look at it as a frontier for development rather than a market for surpluses, the West Indies' undeveloped resources, tourist potential and ambitious industrialization projects may become as much a part of Canadian economic planning and expansion as our own undeveloped North and West were a few years ago.

Australia

CONTINUED FROM PAGE 19

the outdoors. How can they be otherwise when they have been so richly endowed by Nature?

Some 600 miles north of Sydney is the Queensland South Coast, which has developed into the winter playground for those Australians and overseas tourists who prefer swimming and surfing to skiing on the gentle slopes of Mount Kosciusko (7,314 feet) and the Victorian Alps.

Further north again is the Great Barrier Reef, which stretches for 1,250 miles along the Queensland coast. This is the wonderland which prompted one visitor to say recently, "This alone is worth coming 10,000 miles to see." Here, amid the dozens of reef islands—some inhabited, some uninhabited — is mysterious beauty — delicate and vivid colors in the coral—many varieties of tropical fish and the shells which make this a collector's Paradise.

From Mackay, a weekly cruise of the Barrier Reef Islands operates, departing each Tuesday and returning the following Saturday—five days of carefree living and exploring, at an inclusive cost of as little as $63.00 (approximately). This is one of the many travel bargains in Australia.

Talking of bargains, there is a series of inclusive tours by bus to most places in Australia, and, as an example of the cost, the 3-day all-inclusive tour from Sydney to Melbourne via Canberra (the Federal Capital) is $31.00 (approximately) per person.

Australia is truly a land of variety . . . The Nullarbor Plain, between Adelaide

Koala bears attract affection.

and Perth, where the Trans-Continental Railway runs over the longest perfectly straight stretch of railroad in the world, 300 miles without a curve . . . Central Australia, location of the world's largest monolith, Ayers Rock, 1,120 feet high and about 6 miles around the base . . . bustling cities with millions of inhabitants . . . the world's largest cattle station at Alexandria, about 10,000 square miles (6,400,000 acres) . . . Tasmania, the Emerald Isle of the South Pacific, with its "Old England" atmosphere . . . the wildflowers of Western Australia and the Blue Lake of Mount Gambier in South Australia, which changes from a dull grey color to a vivid blue every November—why the change? No one knows; two other nearby lakes do not change—many have sought the answer.

Possibly the most distinctive thing about Australia is her animals and birds. Nowhere else will you find kangaroos, koala bears, the platypus, wombats, emus, anhingas (snake birds), kookaburras and lyrebirds—just to mention a few. All of these strange animals and birds may be seen in various sanctuaries, such as the world-famous Sir Colin Mackenzie Sanctuary at Healesville, near the city of Melbourne, and Sydney's Taronga Park Zoo.

Now is the time to look towards Australia for your next vacation. The tourist in Australia has not yet become a business—he is still regarded and treated as a welcome visitor, to whom the "Aussie" is proud to show his country and tell of its achievements.

Merchandising

CONTINUED FROM PAGE 17

You'll see soon we'll have fresh daily frozen foods the same as we have fresh daily garden produce.

"But there's more to making shopping easy than just making food easy to buy. It's important to have low, attractive cabinets and wide aisles but the store itself has got to be attractive.

"Loblaws were the first to air-condition their stores. It was during the war when we got the idea: 'Wouldn't it be wonderful if the housewife could come in out of that hot sticky summer into a nice cool store to do her shopping. Cool, comfortable, relaxed. It would be wonderful.' So right after the war we air-conditioned every one of our stores.

"We're going to see a lot of changes in this business still. We'll see changes greater than the greatest brain of merchandising could devise. But I'll tell you some of the changes I can see now. I think we'll see more and bigger delicatessen counters. European immigrants will change our tastes. We'll see more non-food items carried in big supermarket stores. But they'll be the type of non-food item that ties with food. Things like coffee pots, aprons, small hardware items. But most important we're going to see more supermarkets.

"And another thing. Don't forget the corner grocery store. Supermarkets are going to prosper because they can provide the finest facilities to give the customer better foods at better prices. But corner groceries won't go down. The corner grocer who puts his own personality into his store and does a real selling job is the toughest competition a supermarket could have."

This is the thinking that has carried Weston companies to a position of preeminence. A complex that leads the Canadian industry in the production of biscuits, bread, confectionery and chocolate products, operates supermarkets with a total floor space of 20 million square feet and sells annually more than 400 million pounds of sugar, 125 million pounds of coffee and 100 million pounds of butter.

It is the thinking that Metcalf carried with him when he told the New York analysts that the supermarket business "is the fastest growing business in the world. Loblaw's part in this history is spectacular."

He related how his companies weathered the depression of the '30s.

"During the devastating depression of the '30s, most companies retrenched. We expanded. Many prominent companies, public utilities, textiles, paper and other

"THIS IS A PAID ADVERTISEMENT BY THE CANADIAN PEACE CONGRESS"

ONE ISSUE

TOWERS ABOVE ALL OTHERS WHEN YOU VOTE MARCH 31

☆

Vote to rid the world of nuclear weapons before they rid the world of you and yours

UNEMPLOYMENT is vitally important. Trade too. And other matters. But one issue stands out as supreme:—

When we go to bed at night we cannot be quite sure that we will wake up in the morning. Nuclear warfare, with modern missiles, can be that swift.

It could even start by accident. However it starts, devastation and slow death will come to all parts of the world.

In the name of security, ever more terrible weapons are readied on all sides. But nobody really feels more secure. In fact, there can only be one end to this race, the end of us, unless we potential victims fulfill the first resolution of the United Nations: disarmament.

The United Nations is all of us.

★ ★ ★

On March 31 you are offered a choice of candidates from the different parties in the last Parliament. All these parties support NATO. But you will find that the candidates hold different positions on disarmament. Find out the position of each of these candidates before you vote. Find out what the sitting member said about it in the last Parliament.

The Conservatives' Dr. Smith says we should not give an automatic "No" to all Russian proposals. The Liberals' Mr. Pearson argues that there is little comfort in the "balance of terror." The CCF officially as a party advocates an all round agreement to stop testing nuclear weapons, plus a stronger effort at security through a controlled disarmament agreement.

★ ★ ★

A word about the stop-tests agreement. It was Pandit Nehru, four years ago, who first advocated this. Originally, neither "East" nor "West" would agree. Result: the world is loaded with more death and destruction than ever, awaiting only the signal. Second result: thousands will die, children will be born mutilated, from death dust shot into the air during peacetime tests.

Today over 40 countries stand for an agreement to stop all tests. No complicated inspection apparatus is needed for this. Contamination of the air would be stopped. The brakes would be put on the arms race. Further agreements would be easier.

We do not claim a stop-tests agreement is the only way to break the ice on disarmament. We do claim it is a good way, available now.

★ ★ ★

From interviews we have held, we believe there are candidates in all parties who favour stopping the tests and stronger action for disarmament.

For your own sake, for the children's sake, for Canada's sake, for the sake of all mankind, make absolutely sure that the candidate you vote for is one who does.

Remember, the World Council of Churches says that use of the H-bomb would be "a great sin against God."

Vote for what is right. Vote for life.

Delegates from almost every country will travel to Western Europe this July for the Congress on Disarmament and International Cooperation. For information, write to the Canadian Peace Congress, Box 218, Stn. Q, Toronto (or phone LE 6-2754). To obtain a copy of Dr. Albert Schweitzer's statement about nuclear weapons tests, please send 10 cents to the same address. Donations to support educational work welcome and needed.

great companies showed losses. Many folded for lack of capital. We prospered and grew.

"Westons since 1930 have paid their dividends each year without a miss. Loblaws have paid a dividend regularly each year since 1925."

Metcalf, well-built, five-foot eight, 165 pounds, with thinning grey hair, was born in England 50-odd years ago and came to Canada at the age of two. He is rarely interviewed or photographed and although he talks freely about the huge food concern he manages he is wary of personal publicity. Visitors are admitted to his mahogany-lined, broadloomed office through a battery of secretaries and an electrically operated door. In conversation he is friendly but abrupt and decisive.

A super-salesman and merchandiser deluxe, Metcalf gave the analysts his formula for business success.

"Keep everlastingly at it. Engender enthusiasm in yourself and your staff. It will intensify your effort and change the whole pattern of your operation. Yes, of your life. Make the calls. Be enthusiastic for more business. Keep everlastingly at it. It can be done."

As well as his formula, Metcalf sketched his philosophy for business success:

"Fact and figures are important. But the spirit, the drive, the courage to take giant steps sends a company soaring ahead to world leadership.

"I like this magic quality."

Free Trade

CONTINUED FROM PAGE 9

Canada."

Although some observers expected the Liberals to come out of the convention with the Free Trade Banner flying it was perhaps politically unrealistic, with industry in a recession, of one degree or another, and unemployment a serious problem. In fact there has been virtually no discussion of free trade during the election.

The issue, however, is by no means dead and we should not discount the great strides made in recent years in international co-operation and in the reduction of barriers that divide the trading nations.

Economists generally acknowledge the benefits of free trade between nations. An unrestricted exchange of goods permits a degree of specialization that is not otherwise possible. Each nation would tend to stress the production of things that it can produce best in terms of competitive cost and competitive price. If such ideal conditions prevailed, if the law of comparative advantage were allowed its sway, the resources of mankind would be far more effectively applied.

The free world has come a long way from the chaos it emerged from at the end of World War II. At that time the productive plants of Western Europe were either worn out or in ruins. In most instances, foreign exchange reserves had been almost entirely depleted. In addition, there were very large debts, a heritage from the War, such as the blocked sterling balances held by Middle and Far East nations. Commercial credits for the stimulalation of trade from a bankrupt Europe could have had little meaning.

Trade and commerce were virtually at a standstill, and in the normal course of events, restoration of the channels of supply between nations would have been a long time coming. Only an extraordinary level of international economic co-operation could have lowered the barriers.

Even before the War was over, the grand design of co-operation was laid down in the Bretton Woods agreements. Two great organizations were brought into being: the International Monetary Fund with its purpose of helping nations through critical balance of payments situations, and the International Bank for Reconstruction and Development, with its aim of assisting and sharing in the reconstruction and the building of new productive facilities, thus laying the foundations for a mutually profitable exchange of materials.

The design was indeed grand — but, as Lord Keynes discerned at the time — the builders built too small. The resources of these instruments were inadequate for the immensity of the job to be done.

Stepping into the gap, the Congress of the United States and the Parliament of Canada, voted huge sums to be used as loans to other nations on extremely liberal terms.

However, even the International Monetary Fund, the Reconstruction Bank, and the loans, were not enough. It took the massive injections of Marshall Aid to pump vitality into the convalescent economies of Europe. With American assistance, a new standard of co-operation was evolved in Europe. The Office of European Economic Co-operation, and then the European Payments Union, did much to ease the unbalance and difficulties plaguing the nascent trade and commerce.

Undoubtedly the paramount factor in the restoration of European gold and foreign exchange reserves was the enormous transfers of cash, commodities and credit under the European Aid Program, and latterly under the defence assistance. Thus very gradually, and over the objections of partisan groups in Congress and Communist sympathizers in the recipient countries, normality was restored.

Nor was the assistance confined to Europe. The Far East with its depressed millions, was also in dire need of aid. This came in the form of credits, grants and gifts. An important part came through the Colombo Plan that has as its aim to help these nations help themselves. New projects have been and are being built and operated by local labor. These should add much to wealth and productivity.

Aid would have been dissipated and squandered had not collateral steps been taken to lessen the barriers to a freer exchange of goods among the nations. At Geneva in 1947, 23 nations agreed to work for a reduction of tariffs and removal of restrictions on trade. At first, the problem seemed hopeless: however, through subsesequent meetings much was achieved, and GATT became the cornerstone to a freer trade between nations. Over the years the number of signatories has increased, and today numbers about 35. Much progress has been made, not only in the removal of tariff barriers, but also in the removal of the insidious and often insurmountable non-tariff barriers that were prevalent at the end of the War. Now, convertibilty of currencies among the great trading nations is almost a reality. Tariff barriers are at the lowest levels in many years. It is plain that much progress has been made towards the ideal of which Mr. Pearson spoke.

In spite of the achievements, we are only a little way along a very long road. Obviously, much still remains to be done.

Mr. Pearson stressed this when he said, "The higher the common man sets his economic goals, in this age of mass democracy, the more essential it is to political stability and peace that we trade as freely as possible together, that we reap those great benefits from the division of labor of each man and each region doing what he and it can do with the greatest relative efficiency."

Assuming that the urgency is acknowledged by the free nations, the question that must be resolved is how can we progress towards the ideal of free trade? In the world today the prospects look very bleak. With raw material prices down sharply from their recent peaks and still falling, the income, and therefore the buying power, of many nations is affected adversely. Little alternative is offered them save to raise once more the barriers so laboriously broken down.

The post-war reconstruction has itself aggravated the problem by expanding output of products that compete with traditional exports of well established and seemingly prosperous nations. For instance, Canada itself is threatened by competition in many of its basic and secondary industries. A general slowdown of economic growth has tended to exaggerate conditions of over-supply throughout the free world.

I cannot pretend to know where we should go from here. It would be tragedy for us and our posterity if the achievements so painstakingly won were now sacrificed to a renewed wave of protectionism. Yet that is surely what will come if the present trade unbalances are not cor-

rected. In all of this, the main architect of reconstruction, the United States, is perhaps the key to the problem. That country alone can give the free world the example and the leadership — the credits and commodity buffers — that are so urgently required.

Apart from an extension of the present program of loans and aid that help countries through temporary difficulties, there are two rather obvious measures that can go a long way to smooth out income fluctuations of trading nations.

Firstly, a program of price stabilization for raw materials that enter into foreign trade. Such a program would call for standards of international integrity and business morality heretofore absent in the relations between the nations. Even the International Wheat Agreement, sponsored by the greatest trading nations in the world, has fallen short of its targets, largely because self-interest has been the rule rather than the exception. With good faith, sound financing, and a workable price flexibility, there is litle reason why buffer stock programs for mineral and agricultural raw materials should not operate in the best interests of all.

Secondly, and far more important, the nations that have large persistent credit balances in their trade can, and should, make unilateral trade concessions to all nations. To sustain the progress thus far achieved, let alone further advances, will call for more liberality in trade matters than the U.S. has yet displayed. It will call for tariff concessions for which no equivalent concessions are received. Local interests may be damaged for the general good, yet in the aggregate the effect would be almost imperceptible.

Size has its own limitations and its responsibilities. For the small nation, dependence upon the vagaries of a one-crop economy may be unbearable: some protection may be justified in the interests of stability. For the great nations, free from balance of payments difficulties, generosity can be afforded, even at the expense of local sacrifice. The question resolves itself to this: Is the big nation really big enough to do the job?

High Seas

CONTINUED FROM PAGE 15

for the widest freedom to roam over and to exploit the great waters of the globe. The day when the Pope divided the world and its oceans between Spain and Portugal was dead with the dawn of modern sea-going states particularly England, France and Holland in the late 16th and early 17th Centuries.

These ancient needs of course led to some rules that became widely accepted, of which perhaps the "three-mile limit" and

sunny **PORTUGAL**

romantic SPAIN..

new gateway to

ROME and **PARIS**

CANADIAN PACIFIC invites you to LISBON and MADRID... more to see at NO EXTRA FARE!

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freedom of the open seas, are the two best known. Both of these rules, however, always have been subject to important qualifications. The three-mile rule, for instance, had always to be reconciled with the right of "innocent passage" by merchantmen plying the High Seas, while the High Seas themselves had certain qualifications as for example the extent to which historic bays or waters between fjords and islands in a coastal archipelago or sedentary fisheries — oysters, shanks, sponges, etc., — even though far off the coast, all could be subjected to the authority of the littoral state, but not so as to interfere with navigation or general fishing rights.

Of course, there were many other difficulties with these so-called well established rules. In the case of territorial waters or the three-mile limit, the difficulties appeared from two directions. On the one hand some states claimed a seaward jurisdiction of four miles, or six miles, or 12 miles and, indeed, in some cases of 200 miles. From another direction the problem arose as to what type of passage was "innocent" and whether such innocence was to be determined unilaterally by the coastal state itself.

But more recently, a new set of problems emerged. These arose from three distinct developments. The first may be said to be the issues arising out of the relationship of general sovereignty over air space to sovereignty in the air space over coastal waters or over the High Seas. Necessarily these emerging rules affected the freedom of air navigation particularly planes flying in air space over the High Seas and through coastal waters air space of several states. A second difficulty may be described as the defence-security-policing problem. Originally the three-mile — or four-mile limit in the case of the Scandinavian countries — was a rule that had its foundations in either one of two concepts. There was first the idea of one marine league from shore within which distance the coastal state had absolute fishing rights, as in the Baltic states, and there was the "cannon shot rule", being the furthest distance that a cannon ball could be fired at the time the rule came to be accepted at the beginning of the 18th Century.

In addition, as early as in George II's reign, Britain passed a series of laws, dealing with "hovering" which provided for the searching and seizure of anyone found "hovering" off the coasts of England and Scotland, with the apparent intention of smuggling either persons or goods in or out of the country. These laws were copied by the 19th Century by many states and there came to be accepted a zone of control known as the "contiguous zone". Its distance was usually one hour's sailing, roughly 10 to 12 miles, by the end of the 19th Century or the beginning of the 20th and here states did assert some policing authority to prevent breaches of immigration, customs and sanitation laws.

Third, the "sedentary fisheries" principle, in some cases 20 to 50 miles seaward, laid the foundation for ideas that pointed toward the right of states to exploit certain resources of the sea near their coasts, particularly those on the seabed or in the subsoil of a shelf of land that geologically was part of the continent and which continued seaward until it tapered off and dropped into the ocean depths. This view of the right of a coastal state to develop the adjacent seabed and subsoil led to President Truman's celebrated order in September 1945 asserting United States jurisdiction over the "continental shelf" extending seaward from the United States to a depth of about 100 fathoms. In some cases this would have the United States exercising some jurisdiction 100 or 125 miles out to sea. Of course the "continental shelf" doctrine asserted only a right to exploit the resources on the seabed or in the subsoil and made no claim whatever to interfering with the surface waters and, therefore, with freedom on the High Seas for all well-established purposes of navigation or fishing.

Two important difficulties came to a head quite rapidly in the wake of the "continental shelf" doctrine. The first and most dramatic reaction was on the part of those states where the facts of geography and geology did not provide a shelf, as, for example, the Argentine and Peru. Yet both countries claimed jurisdiction over the seas adjacent to their coasts and the original Argentinian claim was for a distance of almost 200 miles. In the case of Peru it was true there was no shelf that provided a seabed to be manageably exploited at say a depth of not more than 100 fathoms, or 600 feet, but at the same time there were some well-stocked and celebrated whaling grounds which Peruvian natives had exploited for centuries, about 100 to 200 miles off her coast in the Pacific. Now the attitude that Peru took towards these whaling grounds was to assert that the "continental shelf" doctrine was not a doctrine essentially founded on the accident of geological formations, but was primarily a resources exploitation doctrine. Therefore, it was argued, whether the resources were in the sea or on the seabed or in the subsoil, did not matter. What did matter was the historical and utility connection between the coastal state and this dependence of the coastal state upon these fisheries and the care with which the coastal state approached these resources in order to preserve them in the best interests of the industry and, therefore, of the international community. Indeed Peru arrested the entire Onassis whaling fleet three years ago and fined it heavily for fishing in "her waters" 100 miles off her coast.

At the same time the security problem was obviously helped very little by a three-or-four-mile coastal waters rule considering the modern range of guns, rockets, etc. Equally, the old one hour sailing rule was not entirely appropriate to a period when "hovering" and smuggling could take place from vessels capable of doing 20 or 30 knots an hour. And, finally, the world had become very conscious of its sea resources where these concerned not only fish but oil-bearing seabed areas as, for example, off the California coast and in the Gulf of Mexico or the Persian Gulf today. Moreover, the crude exploitation of fisheries up to 50 years ago had given way increasingly to orderly conservation procedures where the several states concerned with a particular type of fish in a particular area would agree by treaty to regulate the fishing with a view to an equitable sharing of the fisheries and to a common conservation program that would preserve and develop the stock. The Canadian experience with this approach is now classical in the case of the halibut, the sockeye and pink salmons, and, of course, with fur seals in the North Pacific.

All of these questions have been troubling states for many years and more and more treaties were signed, treaties regulating regional fisheries, such as whaling in the South Pacific, or fisheries generally in the Northwest Atlantic. Some states made very bold claims, unacceptable to nations at large, such as Peru or as with Russia asserting rights 40 to 50 miles off its Kamchatka coasts. It was inevitable, therefore, that a re-examination of the rules of the sea and of the rights of coastal states should take place if nations were not to be faced with a diminishing High Seas, historically free and common to all.

It was for these reasons that the International Law Commission, an agency of the General Assembly of the United Nations, began in 1949 to examine the problems of coastal waters, the contiguous zone, and the High Seas, as well as related air space, continental shelf and fisheries questions. It drafted 73 articles in a kind of preliminary code for the consideration of the United Nations and all of its members. This very complex series of proposals could either have been dealt with piecemeal or it could have been viewed as a massive economic, social and legal challenge, to be studied as a whole. In February of 1957 the General Assembly recommended that the present grand conference be called on February 24th, 1958 and the meetings already have begun in Geneva.

The Canadian Government's working paper on the commission's draft articles

was long in preparation, for an inter-departmental committee had been set up three or four years ago to study the problem of the territorial sea, particularly as a result of the celebrated Norwegian Fisheries judgment handed down by the International Court of Justice at the Hague in 1951. For this case accepted—by implication—not only that the Scandinavian four-mile limit was valid for that region, but more important, the Court discussed, and decided upon, a new rule for measuring the base line from which a state could claim its seaward marginal belt of three or four miles. And, in this case, the base line was a series of base points uniting the outer rocks and islands of the Norwegian archipelago thus embracing within Norway as "national waters" areas that had been regarded previously as part of the High Seas. Since the Canadian Arctic and Pacific coasts have deeply indented geological and archipelogical formations not unlike Norway's and since the problem of Japanese and other fishermen operating a few miles off the Canadian Pacific coast seems to be emerging again, a study was undertaken to determine an effective policy that would give Canada control over a reasonable breadth of coastal waters for fishing and other purposes.

As a result of these inquiries Canada has put forward to the Conference a proposal that a 12-mile zone be established, within which the coastal state shall have complete and exclusive sovereignty over fisheries, but not for other purposes. This would leave intact the present three-mile limit as the basis for general jurisdiction over territorial waters. These proposals —typically modest in the Canadian tradition—by no means exhaust the great variety of questions to be raised at the Conference and touched on with unscholarly rapidity in this article. But out of these meetings should come the beginnings of solutions that help balance the historic and necessary freedom of the seas with the fullest opportunity by states to conserve and develop the resources of all the oceans and their beds.

Pollsters

CONTINUED FROM PAGE 11

to be standard practice, but last year the Tory sweep was an accelerating thing. It built up much of its steam in those 10 days. By the way, the same thing caught the American Gallup Poll in 1948."

"Couldn't it happen again this year?" she was asked.

"No. We're going to interview right up until four days before the election. Each of our 250 interviewers will have to compile his own results, and then wire them directly to us in Toronto. We'll just barely be ready with figures for the March 29 newspapers.

Using 850 part-time interviewers across the country, and 28 full-time district supervisors, the institute asks 104 questions a year, two every week. It sells the answers to 24 newspapers as a syndicated column, then makes them available, free, to anyone—universities, and organizations like the Alcoholic Foundation.

CIPO has been trying for years to sell its service to a certain large Canadian daily, but the publisher states baldly, "I don't believe in polls."

He's certainly not alone. How often have you heard someone scornfully demand "How can they tell what 17,000,000 people are thinking, by asking questions of 2,000 people? How can they tell even those 2,000 aren't lying? How can they tell their interviewers aren't making up their answers?"

The answer is a simple principle, one that the critics accept without question in a crap game at the annual convention. It's simply mathematical probability, the law of averages if you like.

Take an oversimplified example. Suppose 8,000,000 Canadians like cigarette holders; 8,000,000 hate cigarette holders; 1,000,000 have no opinion. It's mathematically possible to ask 2,000 people across Canada how they feel about cigarette holders, and, by sheer chance, pick 2,000 who hate them. But the adds against this are enormous. The *probability* is that slightly less than 1,000 will like them, about the same number won't, and the rest will be undecided.

"It's not quite that easy," Miss Sanders laughed. "If you picked all 2,000 people from a small prairie town, you'd get a lopsided figure. But you don't; you pick a representative sample.

"You cut up your over-21 population by age, sex, where they live, the size of the place where they live, and whether or not they're French or English speaking.

"Suppose French Canadian women, over 65, living in large cities, in Quebec province, comprised three per cent of the Canadian population. Then you'd get three per cent of your 2,000-person sample there. You'd go out and talk to exactly 60 women in that category in large cities in Quebec.

"At the same time, perhaps, interviewers in Alberta are questioning 20 men under 25 years of age, who live on farms in that province. Because we'd have found one per cent of the Canadian population are Alberta farmers under 25."

"In this coming election survey," she was asked, "how about people who like, let's say, the Liberals, but have no intention of voting?"

"That's just part of getting a good election sample. Market researchers wouldn't ask a bearded man which kind of after shave lotion he liked. Our questionnaire is set up to screen out people who don't intend to vote."

"What about people who say they've never been stopped on the street by a pollster?"

"They'll never be stopped on the street. We don't do that, except where we allow interviewers to get their farmers at a market town, if it's hard or impossible to get out in the country. As for having no one come to your home, the odds on a given survey are 400 to one against it. If you live to be 600 years old, the odds are you'll be interviewed once."

"And do people tell the truth?"

"They must. Look at the results. But why shouldn't they? They aren't asked for names or addresses, just their opinions. And very few of us don't like to sound off. If someone is getting paid to listen to you, it's a godsend."

"That still leaves the $64 question. How do you know the 250 interviewers, on this coming election, for example, are honest? How do you know some of them haven't filled out their questionnaires at home?"

"We know they have. That's the point. We even have a control on cheaters. Sometimes a housewife has done eight interviews. Her feet are sore. It's raining. So she goes home and makes up answers for the last two questionnaires."

"But you know this?"

'Oh, yes. To save money, we ask perhaps 12 questions on one survey. We have a loaded question in there, to catch cheaters."

"How?"

"If you promise not to publish the mechanics of it, I'll show you an example." From the litter of sheets on her desk, she drew a questionnaire. It contained answers to a trap question, answers that couldn't have been given by an ordinary householder.

"How many cheat?" she was asked.

"Only about 5 per cent. We use mostly housewives, about 75 per cent. The others are bank clerks, schoolteachers, anyone who likes meeting people. We screen them, and people are basically honest.

"When we notice a cheater, we put a red seal on his card at headquarters, and we either don't use him, or watch him closely. You know, the cheaters are amazingly adept at getting the feel of their communities. Their guesses are usually about what they should be, as we know from control surveys by good interviewers."

"Then you'll publish your findings March 29, and lose no sleep over last year's errors?"

"Right. My brother, Wilf, compares us to a magician, pulling rabbits from a hat. We pull rabbit after rabbit. The stage is alive with them. The audience is bored. What makes news? When we can't pull a rabbit from the hat."

Editorials

Teachers' Salaries

ONCE AGAIN the Ontario School Trustees are at odds with the provincial Secondary School Teachers' Federation. It started with a dispute between the teachers and school board in North York; the board was prepared to increase teachers' salaries but not by as much as the Federation wanted, and consequently the Federation virtually threatened to cut off the board's supply of teachers.

There is no reason why teachers should not be permitted to bargain as effectively as they can for better wages. At the same time, school boards do not have unlimited funds at their disposal; as long as the present method of taxation for education continues, the available funds will be strictly limited.

There is another reason why the boards should not meekly submit to all the wage demands made on them by high school teachers. It is this: indiscriminate raising of teachers' salaries without an accompanying raising of teaching standards is not going to improve our schools.

Teachers do not face the job competition found in other professions, nor do they require as much professional training. The poor teacher can bumble along, getting his annual increment, without the fear that he will lose his job to someone better equipped and more competent. And three years at a university plus a couple of summer courses can scarcely be considered adequate professional training.

Teachers should not get too intoxicated by the current talk about more money for education. There is such a thing as payment for value received.

The Big Whitewash

GERMAN and Japanese diplomats are protesting the showing of war films on North American television. To their protests are added the outcries of immigrants from those countries. Even some Canadian and American newspapers have expressed their sympathy for the outraged feelings of our former enemies. The *Vancouver Province*, for example, had this to say:

"Quite apart from the fact that there are thousands of Germans and Japanese who have become good Canadians and who find such programs pretty hard to take, Canada and the rest of the Western nations have been at peace with their countries for nearly 13 years."

This sort of thing is typical of the post-war urge to ignore everything that is unpleasant, to use soft vague words instead of hard clear ones, to cover reality with a veneer of wishful thinking or outright fantasy.

If the immigrants are now "good Canadians", they should feel no embarrassment about watching the war films. But that is not the important phase of the argument. The heart of the matter is this: six of the most eventful years in the world's history cannot be wiped from the record of mankind simply because they offend the sensibilities of a few people.

The world today was shaped to a considerable extent by what happened during the Second World War. For many millions of people the war was the supreme experience of their lives. If war comes again, it will be the flowering of seeds planted during 1939-45.

Such a tremendous bit of history cannot be ignored or forgotten. Nor should it be.

Political Pettiness

THERE HAVE been the usual displays of political pettiness in this federal election campaign, but two stand out as shining examples of how twisted the thinking of otherwise reasonable men can become under the pressure of vote-seeking.

The first was the claim by George Hees that it was Mr. Diefenbaker and not Mr. Pearson who first suggested the formation of a UN police force and therefore the Nobel Peace Prize should have gone to the Conservative leader.

It was stupid of Mr. Hees to think that he could win any votes with such a pettifogging charge. The record is clear: the idea of a UN police force had been suggested by others long before Mr. Diefenbaker gave it an airing; it was adapted by Mr. Pearson for a specific purpose at the time of the Suez crisis and promoted successfully in a brilliant show of diplomatic skill by Mr. Pearson; and the Nobel Prize went to Mr. Pearson not for any single effort on behalf of peace but for continuous work over a period of many years, culminating with his UNEF achievement.

The second display was by Mr. Coldwell. We have often had occasion to comment on the fine sense of responsibility and fairness possessed by the CCF leader. But this quality was nowhere in evidence when Mr. Coldwell charged that Mr. Diefenbaker offered the Job of Speaker to the CCF's Stanley Knowles simply to remove the most trenchant critic of the Government.

Members of the CCF at the time of the infamous pipeline debate were loud in their demands for the adoption of the British system of selecting a Speaker who would not change with each Parliament. Surely the selection of Mr. Knowles would have made the change possible. He is recognized as an outstanding parliamentarian — possibly the Commons member best informed on parliamentary procedure. With the Conservatives' Davie Fulton he was the most effective assailant of the Liberal misuse of procedure during the pipeline debate. He was a logical choice for Speaker, if Parliament was to break the silly tradition of constantly changing and alternating Speakers.

Mr. Coldwell lessened his reputation when he made the charge.

Legs and Backs

A DIRECTOR of athletics has made a study of children in the Toronto suburb of Don Mills and come to the conclusion that they suffer from "TV legs" — lack of flexibility in the legs and lower back, the result of insufficient exercise.

The report, naturally, inspired several thousand words of sombre comment. This is a nation of softies; we are a flabby generation; our children lack the toughness of Europeans; we have the world's highest standard of living and lowest standard of endurance; and so on.

Well, maybe that's all true. Perhaps we have deteriorated physically in the past 15 years — it's just that long since Canadians drawn from all walks of life gave many superb displays of endurance on a dozen battlefields. If true, the remedy is simple: we can either bring ourselves up to the physical standards of the Europeans or drag them down to ours. All we have to do is either to stop buying TV sets and automobiles or to donate enough of them to the tough countries to give their inhabitants the same kind of legs and backs that we have.

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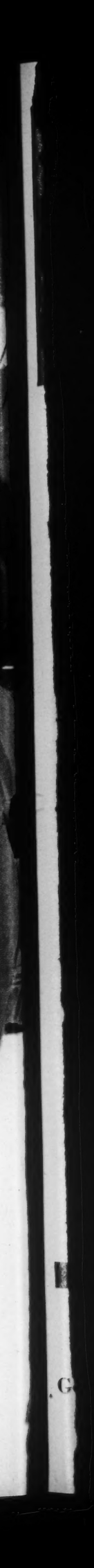
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